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INSIDE DOPE

by GEORGE F. TAUBENECK

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Croix de Guerre
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Stories of the Week

New Yorkers are grinning about the stranger who accosted a fellow down on Broadway and asked:

"Where can I find the 52nd Street ferry?"

"Thpeaking," beamed the fellow.

Cautiously the colored mechanic approached his boss's Sanctum Sanctorum, hat in hand.

"Mistah President, suh," he began, "Ah have a problem. It's about my sister-in-law. She's a saint in our church. Mighty fine woman, too. So true and so good, she is, we can't say nothin' against her."

"She sounds like a powerful female, son," opined the Boss. "What's the trouble there?"

"Our trouble is," responded the perplexed lad, hesitantly, "even her best friends don't like her."

Great Minds in Action

Philosophy is said to be a study which enables man to be unhappy more intelligently. Nevertheless, some of our great philosophers have said important things which have a bearing on the *status quo* (which General William Knudsen defines as "the fix we're in").

Much as we hate to go back to "the past" in trying to find arguments to deflate current misleading political slogans, we can't refrain from quoting from a pregnant essay by Salmon P. Chase, Lincoln's Secretary of the Treasury and Chief Justice of the Supreme Court:

"The old theory of our fathers is the true theory. Let us have a poor government and a rich people—light taxes and abundant individual enterprise, economical expenditure and steady prosperity, a general government strictly limited to its sphere, and state governments respected and honored because they are competent and ready to protect the rights and guard the interests of the people."

Democracy Eating Itself Up

America currently stands, puzzled and perplexed, at a crossroads of historical magnitude.

One direction points toward governmental control (the European Way). Incidentally the trend toward totalitarianism in America helps Europe fight (and pay for) its recurrent wars—and puts us further and further into debt. If we didn't pay most of the costs, European nations couldn't afford war.

The other road is a much more attractive pathway toward happiness. It consists of private enterprise, individualism (the American Way), minding our own business, and Peace.

Ultra-Simplifying for the Mass Mind

Politicians naturally espouse the idea of government control. (Government is their business). So do teachers and bureaucrats (they work for the government — why shouldn't everyone else, at the same low salaries?).

History shows that when politicians and "diplomats" are in the saddle, wars follow.

Business men espouse private en-

(Concluded on Page 7, Column 1)

New CRMA Head

J. D. HARRIS

Newly elected president of the Commercial Refrigerator Manufacturers Association, he will head the association's activities during the coming year.

Aluminum Freezer Puts Reynolds In Refrigeration Field

LOUISVILLE, Ky.—A home freezer unit utilizing aluminum in its construction and called the "Eskimo Freeze," is now being produced by Reynolds Metals Co., according to announcement by W. G. Reynolds, vice president in charge of the company's Parts Division. This is the first item in a line of refrigerating equipment which Reynolds plans to make.

"The all-aluminum inner liner is rustproof, easy to keep clean, does not absorb food odors, and prevents contamination of foods, the company claims. The "high conductivity of aluminum" is also stressed.

The Reynolds Eskimo Freeze has a food storage space of 6 cu. feet and is designed to meet the needs of the average household. It is 36 in. high, 40 in. long and 28 in. deep front to back, takes up little space and has an easy lift top for access to the storage compartment. This freezer is equipped with an ⅛-hp. hermetically sealed unit, using "Freon-12."

The cabinet is insulated with four inches of insulation. The system is thermostatically controlled and the exterior is equipped with a signal light which comes on in case of the box rising to an unsafe temperature.

The weight of the entire installation is 185 pounds. At present the Reynolds Eskimo Freeze is available in natural aluminum or white enamel finish.

Kelvinator Freezer Is Priced at $199.50

DETROIT—Kelvinator's new 6 cu. ft. home freezer, now in production, will retail for $199.50, Charles T. Lawson, vice president of Nash-Kelvinator Corp. in charge of Kelvinator sales, announced last week.

Trimly styled, the Kelvinator home freezer will hold more than 210 pounds of frozen foods. It is 36 inches high—table height—with its easy accessibility stepped up by a full width lid, safety-fitted with a convenient trunk-type support. The cabinet is 39 inches wide and 23 inches in depth. Lift-out racks are a convenient accessory. Finish is in white, with chrome and grey trim.

The interior is divided into two sections by a removable metal grid. The bottom surface of the smaller section is refrigerated to provide fast freezing. The section may also be used for storage.

Price Boosts Restore Some 'Lost' Margins To Appliance Dealers

WASHINGTON, D. C.—In a series of sweeping price revisions the OPA has increased prices on household mechanical refrigerators and electrical appliances in accord with the provisions of the new Price Control Act.

The new prices are effective on refrigerators shipped by the manufacturer after Aug. 21, and on appliances shipped after Aug. 19.

These increases are *not* retroactive for distributors and dealers. Merchandise which the dealer had in stock before these increases took effect must be sold at the prices existing before the above specified dates.

The increase in refrigerator prices results in part from a new reconversion price increase of 3.5% granted to manufacturers. When a previous industry-wide increase was granted manufacturers, OPA required resellers to absorb what amounted to 2.5% of the retail price.

Passing on 6% to consumers is mandatory under reseller provisions of the new Price Control Act, which requires OPA to restore to resellers their percentage markups in effect on March 31, 1946.

The other new appliance prices are calculated by applying the margin that existed on March 31, 1946 for distributors and dealers to current (August) factory prices, the resulting higher retail prices being the new retail prices.

Manufacturers are permitted to work out the prices on this new basis, and can issue them without need of a special order by OPA.

While these new prices restore profit margins as of March 31, 1946, they do not restore "prewar" profit margins as was seemingly guaranteed by the Crawford amendment in the new Price Control law.

OPA's technique in handling this was interesting to note. An "informal opinion" to the effect that the Crawford amendment did not apply to appliances was allowed to leak out, and this was quickly followed by an announcement of the new price increases for appliances with considerable fanfare about how much it would cost consumers, and a stern statement by OPA Administrator Paul Porter that such increases were being granted by OPA only to "comply with the letter of the law."

On refrigerators and ranges the dealer fares pretty well through the new price increases, the net result being that his margins on ranges will be in practically all cases the same as prewar, and on refrigerators his mark-up will be reduced about an average of 1.6%. On washers and radios, however, the dealer is still forced to accept a fairly sizable cut in his discount as compared with prewar.

The increases in retail prices average about the following for the various appliances:

Refrigerators, 6% ($10 to $12 on popular priced models).
Electric ranges, 9%.
Gas ranges, 5%.
Washers, 7%.
Radios, 3%.
Vacuum cleaners, 7%.
Small appliances, 4%.

OPA Explains How It Defines 'Home' & Commercial Freezers

WASHINGTON, D. C.—How the OPA generally distinguishes commercial frozen food cabinets from home and farm freezers is explained in an informal opinion just given to the Farm and Home Freezer Manufacturers Association by an official of the pricing agency. Says this opinion:

"Low temperature cabinets are classified in two groups, namely commercial, and farm and home freezers. Commercial low temperature cabinets are any type cabinet maintaining 0° F. or low temperatures, and used for dispensing frozen foods, and are designed for display of frozen food packages either by glass top, open display, sign, or other means.

"Farm and home freezers are low temperature cabinets for domestic use of various sizes up to and including 25 cu. ft. capacity having solid tops without display signs.

"As a rule it can be said that cabinets under 15 cu. ft. are farm and home freezers, whereas freezers between 15 and 25 cu. ft. capacity could be classed as either farm and home freezers or commercial cabinets. In such instances, it is suggested that the company apply to OPA, giving complete details of their freezer and explaining its purpose and use to determine into which class the product falls."

Prices Set on New Refrigerator Models

WASHINGTON, D. C. — Ceiling prices for additional models of Admiral, Frigidaire, and Westinghouse electric refrigerators were reported recently by OPA.

It was not made clear whether or not these prices would include the increase granted Aug. 21 by OPA.

Admiral

Maximum retail prices for two models of Dual-Temp household refrigerators produced by Admiral Corp. were announced recently by OPA in Amendment 19 to MPR 598.

The amendment added the following additional Admiral models to those already listed:

1946 Model No.	1st Zone	2nd Zone	3rd Zone
TD-746*	$339.95	$344.95	$349.95
TD-946*	379.95	384.95	389.95

*These ceiling prices include the increase allowed under section 15 of this regulation and are not, therefore, subject to adjustment under that section.

Frigidaire

A recent amendment to MPR 598 authorizes retail ceiling prices for three models of Frigidaire household refrigerators.

By amendment 20, OPA added the following models and prices:

1946 Model No.	First Zone
CDM-7	$268.50
CPDM-7	292.75
CPDM-9	329.25

Westinghouse

Retail ceiling price for Westinghouse Electric Corp.'s Model B-9-46 household refrigerator was established Aug. 19 by OPA in Amendment 21 to MPR 598.

The amendment added one model to Section 24, Appendix A:

Brand	1946 Model No.	1st Zone
Westinghouse	B-9-46	*$221.00

*Zone 1 includes the 48 states and District of Columbia.

'Tricky' Wording In Price Act Blocked Prewar Margins

WASHINGTON, D. C.—Sharp protests that the Office of Price Administration was thwarting the will of Congress and specifically the intent of Representative Fred L. Crawford of Michigan in its refusal to include major appliance dealers under the terms of the Crawford amendment were hurled at the agency by the appliance industry last week.

The following letter to an appliance dealer was made public to demonstrate that Rep. Crawford specifically meant for major appliance dealers to qualify for restoration of pre-war profit margins as provided in the amendment.

"Colvin's
323 West Main St.
Owosso, Mich.
"Gentlemen:

"With interest I have noted the news release which you mailed me the other day, and in which Mr. Taubeneck (George F. Taubeneck, Editor of the NEWS) refers to OPA rules and regulations.

"Fully realizing what your industry is up against when the proposal to extend OPA cleared through our committee (the House banking and currency committee) and the House, I succeeded in having placed in the bill for your protection the line which appears on page 13, lines 17 to 25, and page 13, lines 1 to 6.

"A copy of the bill is enclosed and I shall be obliged if you will let me have your views with respect to this particular line.

"Sincerely yours,
FRED L. CRAWFORD,
Congressman from Michigan."

This letter was written on May 14.

The lines referred to are portions of paragraphs (Q) and (R), Section 2, of the Price Control Extension Act which is now the law.

The Crawford amendment declares that in order to qualify for restoration of pre-war profit margin, a retail industry's principal volume between 1939 and 1941 must have consisted of sales of commodities whose production was cut by more than three-fourths during the war years.

OPA contends, however, that relief provisions of the profit amendment do not apply to retail dealers of refrigerators, ranges, radios, and other major household appliances (even exclusively appliance dealers) because most refrigerators and household appliances are sold by department stores or dealers whose principal sales consist of many different types of products and lines of products.

Attacking this interpretation as illegal and inconsistent, Roscoe R. Rau, vice president of the National Retail Furniture Association, protested that OPA's stand is the exact opposite of a previous official ruling. He asserted:

"On Oct. 22, 1945, former Price Administrator Chester Bowles said: 'Specialty appliance and radio dealers together accounted for slightly more than 50% of the volume of retail

(Concluded on Page 4, Column 1)

Whiting Corrects Story On Compressor Plans

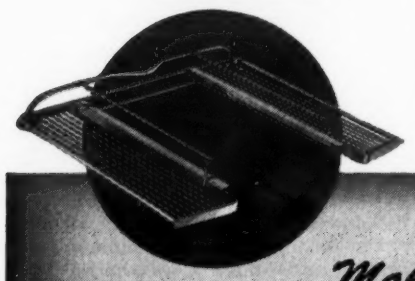
CHICAGO—In the story in the Aug. 5 issue of AIR CONDITIONING & REFRIGERATION NEWS announcing the entry of the Whiting Corp. into the home freezer field it was indicated that the Whiting Corp. would manufacture its own compressor to power the firm's home freezer models.

This is not the case, officials of the company declare. Whiting Corp. has been developing a special compressor during the past year, but it has not been indicated that this compressor was for use in Whiting home freezers.

Whiting Corp. is using Tecumseh compressors and are working out a long-term arrangement with Tecumseh for their continued use.

PERFECTION
DEMANDS THE BEST.
IN REFRIGERATORS
THAT MEANS
STAINLESS STEEL
SHELVES.

WMP



WALL WIRE PRODUCTS COMPANY
11333 GENERAL DRIVE
PLYMOUTH, MICHIGAN
Makers of STAINLESS STEEL AND RETINNED REFRIGERATOR SHELVES AND WELDED WIRE PRODUCTS

Electromaster Moves Into First Section of Its New Plant

MT. CLEMENS, Mich. — Completion of the first section of the modern three-quarter million dollar plant of Electromaster, Inc., manufacturers of electric ranges and automatic water heaters, in Mount Clemens, Mich., was celebrated Aug. 14 by an open house.

Now occupying this section of the new plant is the enameling, assembly and shipping divisions. Still under construction are the steel stamping division and the general office building.

These departments will remain in Detroit until their buildings are completed.

When completed, production capacity of Electromaster, Inc. will be increased nearly three times that of the former plant, it is predicted by officials.

The new plant boasts improved automatic porcelain enamel spraying equipment, a new Infra-red dryer oven and a 93 foot long Ferro seven burner continuous "U" type furnace with air sealed openings.

A unique method of sub-assembly of the wiring "harnesses" for ranges is that it is made on a conveyor-table which is located parallel to the assembly line.

Assemblers complete their specified operations on the table top assembly as the belt travels along in front of them in much the same manner as is done on the range final assembly line.

As far as is known, this table-top conveyor-table sub-assembly is the only one in the electric range industry.

Final assembly line for Electromaster electric ranges is now in operation at the company's new plant in Mt. Clemens, Mich., a few miles from Detroit. Only the first section of the $750,000 plant is occupied at present, housing the enameling, assembly, and shipping divisions. When the building is completed, the steel stamping division and general offices will be moved out from their present location in Detroit.

Easing of Tin Controls Seen In Proposal To Drop Channeling of 85% Into 'A' Cans

WASHINGTON, D. C. — Probable slackening of control on tin sales was indicated in two industry-government actions recently.

1. Permission to sell the August allotment of the metal at OPA ceiling price, or, in the absence of price controls, at the price quoted on the American metal market was granted the Tin Sales Corp. in a contract issued by the Metals Reserve Corp.

2. At a joint meeting of the Tin Plate Industry Advisory committee and Civilian Production Administration officials, the committee unanimously agreed that the tin mill products order channeling 85% of these materials into the making of cans and closures for perishable foods, pharmaceuticals, and other so-called "A" cans should not be continued in its present form beyond Sept. 30.

In the latter instance, P. J. Treacy, chief of CPA's steel branch informed the committee that its views would be taken under consideration and a decision reached when more information is available.

Charles Holcomb, government presiding officer at the meeting, said that the supply conditions which necessitated the order are not expected to continue into the fourth quarter and therefore restrictive channeling of tin mill products into perishable food can production may not be required. Seasonal requirements for food will be less.

The insertion of the provision for selling the August allotment of tin in the absence of price controls led men in the tin industry to believe that decontrol of the metal will soon be forthcoming.

Until receipt of the contract terms, Tin Sales Corp. had been unable to sell any of its August allotment of approximately 5,000 tons to the industry, it was said.

Government officials and officials of the new Bolivian administration have not yet signed an agreement for the purchase of tin for next year, tin industry spokesmen said. However, they felt confident that such an agreement would be signed and believed that the purchase price would be set at 66½ cents per pound.

Easily demonstrated advantages of FIBERGLAS insulation

No question about it, you're selling the best when you stress Fiberglas Insulation in home appliances. And your customers know this—know Fiberglas, in most instances, as an old and dependable friend. Yes, millions of homemakers know Fiberglas to be an outstanding insulating material, proved through exceptional performance in their pre-war appliances, not to mention thousands of difficult war applications.

Such "acceptance" of Fiberglas means not only easier selling in the store; it means greater customer satisfaction with their purchases (and more future business for you).

Owens-Corning Fiberglas Corporation, Dept. 848, Toledo 1, Ohio.

In Canada, Fiberglas Canada Ltd., Toronto, Ontario.

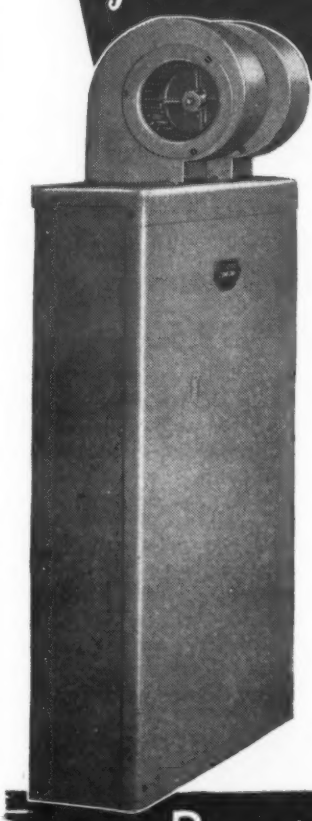
FIBERGLAS insulated

WATCH FOR THIS SEAL!

You'll find it on quality ranges, refrigerators, hot-water heaters, many other appliances. These seals make it easy for you to cash in on the Fiberglas feature. Look for them on the products you're handling . . . and make the most of them in your selling!

OWENS-CORNING FIBERGLAS THERMAL INSULATION

Filterpure for DOUGH RETARDERS with AIR PURIFICATION



Check These Features

★ Designed especially for Dough Retarders —For installation behind the Mullion
★ Coil and air circulation scientifically balanced to provide humidity in excess of 85% at 35° box temperature
★ Complete air purification
★ Centrifugal blower circulation
★ Vertical air discharge through concealed drip pan
★ Baked enamel finish . . . on rustproofed steel

— Sold By —
Leading Refrigeration Wholesalers

BETZ CORPORATION
HAMMOND, INDIANA

$45 Million Earmarked For Appliance Facilities By Westinghouse Corp.

NEW YORK CITY — Approximately $45,000,000 of a $132,000,000 expansion and rearrangement program embarked upon by Westinghouse Electric Corp. will be allocated to appliance producing divisions, Gwilym A. Price, Westinghouse president has announced.

New appliances for the production of which the company will spend some of this money are home freezers, a new portable electric home heater, and air handling equipment, Mr. Price said.

The remaining $87,000,000 will go to apparatus producing divisions, he asserted.

"Of the $132,000,000 program, approximately $95,000,000 represents the cost of new facilities and equipment, and the balance of cost of rearrangements and related expense," Mr. Price declared.

"Up to May 1, 1946, approximately $35,000,000 has been expended in connection with the expansion and rearrangement program and we have allocated $46,000,000 to be spent before the end of this year, and $51,000,000 thereafter," he stated.

Mr. Price said that he anticipated Westinghouse productive capacity will double its pre-war output by 1948.

To carry out the program, the company has announced a $120,000,000 financing plan, whereby the firm would issue 1,647,037 shares of common stock and an issue of $30,000,000 of debentures. Later in the year, it plans to issue $50,000,000 in preferred stock to make up the balance of the cash required, according to Mr. Price.

April Date Set for 1947 Frozen Food Convention

NEW YORK CITY—The Sixth Annual Convention of the Frozen Food Institute, Inc. will be held in Boston, March 31 through April 4, 1947, it was announced last week by George S. Wallace, president of the Frozen Food Institute, Inc.

The Convention's program includes an Educational Congress, which will be held at The Copley-Plaza hotel, convention headquarters, and the annual frozen food equipment and trade show in Horticultural Hall.

Such matters as legislation, standardization, proper labeling, engineering and processing advancement, transportation, and trade ethics, as they pertain to the frozen food industry, will be important parts of the program.

Corn-on-Cob Kept Under Refrigeration 'All the Way' Proves Better Seller

SPRINGFIELD, Mass. — In an effort to supply its patrons with corn-on-the-cob that is literally "garden fresh," A. & P. Food Stores in this city, Northampton, and Greenfield have arranged with neighboring farmers to harvest corn daily and keep it in crushed ice until delivered to stores and placed in refrigerated cases from which it is sold.

Sugar losses are reduced from 50% to about 9% by this method, and the corn maintains its higher nutritive values, plus "sweetness" and tenderness, for longer periods, according to Prof. Grant B. Snyder of Massachusetts State College, who has worked in collaboration with A. & P.

Results that win favor with retailers include a 500% boost in sales of corn-on-the-cob over last year, and a reduction in spoilage from 28% to virtually zero, according to an A. & P. spokesman.

The combination of direct farm-to-shop corn-on-the-cob shipments, which bypass congested wholesale vegetable markets and the delays they entail, plus constant use of low temperatures enroute, is expected by observers to be extended to every metropolitan area possible, if western Massachusetts housewives continue in their present buying mood.

2 Alabama Equipment Firms Break Ground on Project

MONTGOMERY, Ala.—Ground has been broken for a one-story building on Mt. Meigs road to be occupied by H. M. Price Equipment Co., presently located on Bibb street, and Modern Furniture and Equipment Co., related firms owned by H. M. Price, Sr. The building will be 50 feet wide by 100 feet deep. Modern refrigerator equipment will be featured.

Hussmann Boosts Profits, Sales In First 6 Months

ST. LOUIS — Doubled net profits and an increase of more than $1,000,000 in net sales for the first six months in 1946 as compared with the same period of 1945 were reported by the Hussmann-Ligonier Co. here.

The company reports sales at $3,738,782 for the first half of this year as compared with $2,660,529 for the same period in 1945.

Net profit after taxes and charges totaled $304,861 for the first six months of this year. They were $140,531 last year. The firm reported $1.58 earned per common share, after preferred dividend requirements, this year as compared to 70 cents last year.

York Pacific Co. Moves

SACRAMENTO, Cal. — The York Pacific Co. has moved to 1229 I St. here, according to Richard M. Oeberst, owner.

Douglas Aircraft Develops 'Flying Refrigerator' Plane

LOS ANGELES, Calif.—A "flying refrigerator" cooled by a new refrigerator unit developed by Douglas Aircraft Corp. (apparently an air cycle system) has been placed in service by Santa Fe Skyway, Inc., a newly formed contract air cargo affiliate of the Santa Fe Railway.

The plane is a war surplus Douglas C47, and, according to H. R. Lake, president of the Skyway firm, is the only self-refrigerated transport plane of this type in commercial service.

On its recent inaugural flight, the transport carried peaches, swordfish, and melons to Chicago for the Fred Harvey restaurant chain and eastern points.

Scott Refrigeration Started

NEW BERN, N. C.—Scott Refrigeration Co. has filed certificate of incorporation to deal generally in refrigeration units here.

IT'S READY!

Send for your copy of this Big, New Catalog of Refrigeration and Air Conditioning Parts, Tools & Supplies. Reserved exclusively for the Wholesale Trade. Please include proper identification with your request.

CHASE
REFRIGERATION SUPPLY CO.
546 W. 119th St. ★ Chicago 28, Ill.

NIAGARA
"NO-FROST" METHOD WITH SPRAY COOLERS
... gives always full capacity because there is no interruption for defrosting at sub-zero temperatures; protects quality in foods.
NIAGARA BLOWER COMPANY
25 Years of Service in Air Engineering
Dept. AC, 86 E. 45th St., New York 17, N. Y.

PRECISION MAKES PROFITS . . . When you sell Servel*

*Servel's new "Supermetic" condensing units will serve dealers and fixture manufacturers in every vital field

1. STORE FIXTURES
2. MILK COOLERS
3. HOME LOCKERS
4. BEVERAGE COOLERS
5. VENDING MACHINES
6. ROOM COOLERS
7. FARM FREEZERS
8. WATER COOLERS
9. INDUSTRIAL COOLING
10. VEHICLE REFRIGERATION

Servel, Inc.
Electric Refrigeration Division, Evansville 20, Indiana

MACHINING "IDENTICAL TWINS" ASSURES CUSTOMER SATISFACTION

An important reason for the high consumer acceptance of Servel condensing units is the automatic boring machine shown above. Without manual attention, except for inserting and removing the part, it machines seven distinct surfaces from a single rigid position. Once set up, adjusted and checked by a production expert, it automatically turns out hundreds of identical pieces one after another, maintaining tolerances within two or three ten-thousandths of an inch day after day on production runs.

This high-precision automatic machining is one of the reasons why every Servel condensing unit is an "identical twin" to every other Servel unit of the same model. It helps explain why customers who've had experience with Servel installations generally come back for Servels when they need additional condensing units.

You'll find modern units that will exactly fit your condensing unit needs described in Servel's new booklet, "Servel Supermetic." Write for it today. Address, Servel, Inc., Division RN, Evansville 20, Indiana.

This is one in a series of advertisements featuring the scores of new machine tools and processes now being used to produce Servel Supermetics. Reprints are available to dealers individually or in sets as series progresses.

'Tricky' Wording In Price Act--

(Concluded from Page 1, Column 4)

sales of major appliances, including radios, handled in 1939.'

"This was the last year in which any detailed breakdown of appliance sales by type of stores was made by a government agency.

"Furthermore, any recent change in sales by type of stores would not affect the Crawford Amendment, which is a part of the price control extension act of 1946, since that amendment attempted to restore conditions of 1939 to 1941.

"OPA's official statement indicates that over 79% of appliance dealers' volume consisted of radios, refrigerators, and appliances whose production was reduced sharply during the war, and that these appliance dealers sold more appliances than all other retailers together.

"Certainly, therefore, appliance dealers qualify under the Crawford amendment and it seems clear that the flouting of the amendment is a deliberate attempt to control the profit and possibly even the existence of this retail trade.

"Veterans have a major stake in this issue since hundreds of new appliance stores were opened by veterans this year. Current trade reports indicate that more than one-half of these veteran-owned stores are on the verge of closing due to their inability to get enough goods to operate on the low OPA-set margins.

"The Crawford amendment offers these vets a chance to stay in business. If the intent of Congress is followed and relief granted them, they can become permanent self-supporting elements in our business community.

"Representative Crawford told me by telephone that OPA's interpretation of his amendment clearly violated the intent of Congress. We are advising our members to wire their Congressmen and protest this about-face by OPA."

Leo J. Heer, Washington vice president of the association, sent a wire to Rep. Crawford condemning OPA's "complete turnabout of philosophy."

Effect of OPA's former policy, he stated, "was to depress discounts and margins far below those actually prevailing pre-war, which inequity is now perpetuated to extent of absorptions required prior to March 31.

"We feel that unless definite action is taken by you as sponsor of subsections (Q) and (R) and as a member of House banking and currency committee, the intent of your amendment will be circumvented by administrative interpretation.

"We strongly urge that you contact Administrator Porter immediately to clarify meaning of Crawford Amendment and products which should be priced on basis of peacetime markup to prevent unintended hardship on specialty appliance merchants and other trades vitally affected to an extent of significant portion of their volumes."

$7,500 Capitalization Set

MACON, Ga.—William A. Smith and others have applied for a charter to form the Electrical Repairs Co., this city, with a minimum capital stock of $7,500.

Proper Refrigeration Urged by Health Board

ALBANY, N. Y.—The public was warned by the State Health Department here to keep certain types of food, "particularly poultry, ham, salads, and cream-filled pastries, under refrigeration at a temperature not higher than 50° F. until time of eating."

At Kingston, N. Y., 500 banquet guests suffered mild cases of food poisoning recently caused by contaminated turkey. The fowl was cooked two days before the banquet, health officials learned, and was placed under refrigeration until about 12 hours before it was served.

It then was removed from the refrigerator, sliced, wrapped, and kept at room temperature.

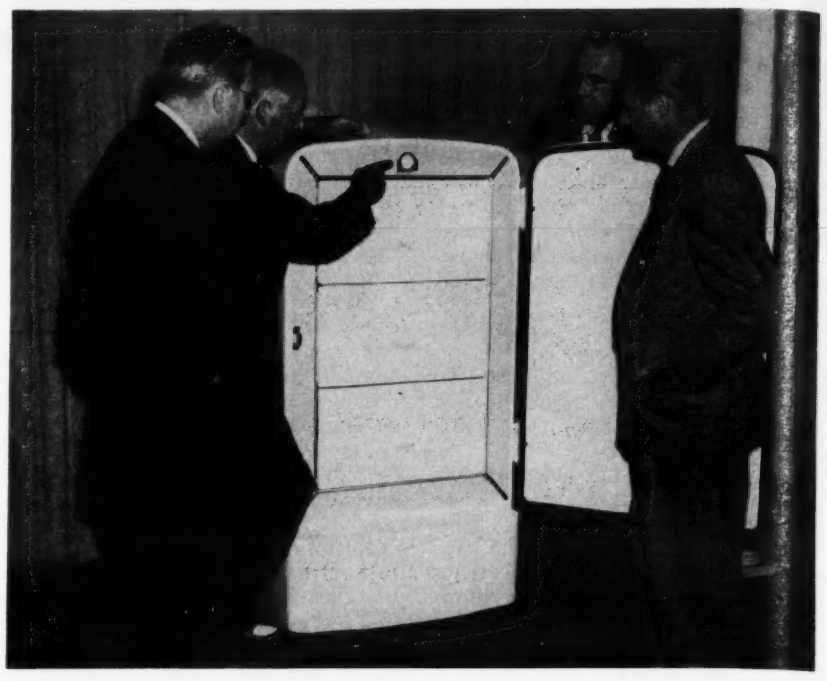
Many similar cases have been recorded within the last month throughout the state, officials said.

Watzinger Named Head Engineer at Corey Corp.

ELMHURST, N. Y.—Herman Watzinger, formerly a research and plant design engineer at the Technical University of Norway, has been appointed chief engineer of the James J. Corey Corp., here, D. T. Shea, treasurer, has announced.

Mr. Watzinger joined the corporation, which is engaged in design, development and engineering of refrigeration, air conditioning, heating, and ventilating products, in May, 1946. He had served as senior design engineer. D. Santoro will succeed him.

At Westinghouse Salesman School



Above are several household refrigeration specialists who attended Westinghouse's recent one-week Wholesale Salesman Training School in Mansfield, Ohio. George H. Meilinger, manager of the household refrigeration department of the Westinghouse Electric Appliance division, points out the temperature control feature of the firm's new upright home freezer. With him are C. William King, of the Philadelphia district sales office; Jess Haynes, of the central district, Mansfield; and Richard F. Dahlhaus, of the New York office. This particular school is an abbreviated version of a series of two-week schools scheduled for fall.

WSB, Treasury Dept. Curbs on Cutting Pay Of Salesmen Reviewed by National Group

NEW YORK CITY—Any salesman who found his compensation reduced from June 30 to July 25 can demand reinstatement of the former rate as of July 25.

This point was brought out in a special bulletin issued here recently by the National Council of Salesmen's Organizations. The federation which includes salesmen's groups from several industries, further warned that a manufacturer who had taken advantage of the current seller's market to make an unauthorized reduction in the income of any salesman would answer to the Federal government.

Since reinstatement of the Office of Price Administration likewise renewed the powers of the Wage Stabilization Board, a salesman who earned $5,000 a year or less could not be given a reduction unless approved by the WSB.

"Without approval of the Wage Stabilization Board," declared Mitchell M. Shipman, general counsel for NCSO, "it is illegal for an employer to reduce the compensation of any salesman or other non-administrative employe coming within its jurisdiction (i.e. those earning $5,000 a year or less at the time application was made.)"

Concerning this category, the NCSO Bulletin stated that in cases where a rate lower than $5,000 yearly prevailed between Jan. 1, 1942 and Sept. 15, 1942, the new basis of compensation must not fall below the highest rate paid between those dates.

"If the salesman is on a straight commission basis, for instance," continued Mr. Shipman, "the rate of commission may not be cut without first securing the approval of the Board. Approval is also required where the salesman is paid a salary or salary plus commission.

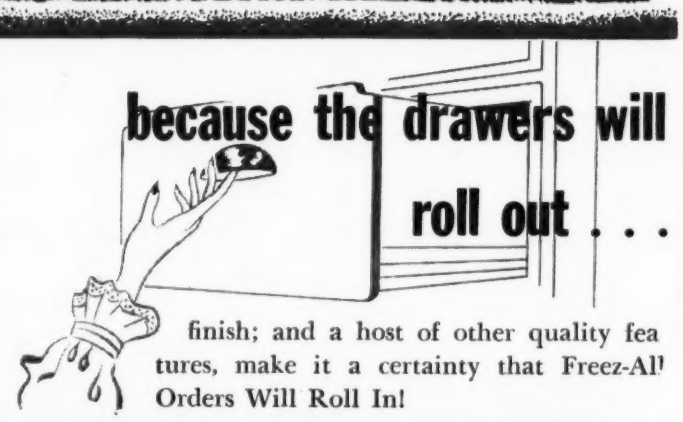
"A change-over from commission to salary, or vice versa, is likewise illegal without prior approval of the Board, if the change would result in reduced income for the salesman affected."

In regard to a salesman earning more than $5,000 yearly, his income could not be cut below that figure without the assent of the Salary Stabilization Unit of the Treasury Department.

Freez-all orders will roll in . . .

FREEZ-ALL model 80, the original upright drawer type home food freezer, is the result of public demand.

Freez-All was born from years of research . . . Freez-All having exclusive features that are years ahead of competition: easy opening storage drawers; sub-zero sharp freeze and storage space; five inches of insulation on the sides, six inches on the bottom; rugged, electrically-welded cabinet; modern, streamlined design; permanent, gleaming white cabinet finish; and a host of other quality features, make it a certainty that Freez-All Orders Will Roll In!



MODEL 60
6 cu. ft. chest type home food freezer. Has the same gleaming finish, sealed insulation and sturdy construction of the upright drawer type Freez-All models.

MODEL 80
Trim, modern, practical, beautiful, the Model 80 has a full 8 cu. ft. of actual food storage space.

Freez-all
THE ORIGINAL DRAWER TYPE FREEZER

Products of
REFRIGERATION DIVISION
Portable Elevator Mfg. Co., Dept. F 18
BLOOMINGTON, ILLINOIS

The d-h trademark is the symbol of an organization in the prime of its growth, whose product characteristics reflect a thorough knowledge of heat transmission. Courageous and aggressive application of a thorough understanding of heat transmission is responsible for the preference for d-h in the air conditioning and refrigeration fields and in the aircraft, petroleum, food processing and chemical industries.

To enjoy this preference is extremely gratifying, to merit it year after year, a measure of achievement.

d-h drayer-hanson INCORPORATED
P. O. BOX 2215 TERMINAL ANNEX • LOS ANGELES 54, CALIF.

OPA Establishes Ceiling Prices on 10 Philco Portable Air Conditioners

PHILADELPHIA — Maximum prices recently announced by OPA for 10 models of portable air conditioners manufactured by Philco Corp. include retail ceilings of $349.50 for four, $399.50 for four others, and $499.50 for two.

The ceilings were fixed in a revision and amendment to Order 5024, MPR 188.

Ceiling prices for sales by Philco to wholesale distributors were set as follows:

Model:	Each
61-C-1, 61-CL-1, 61-C-2, 61-CL-2	$201.44
76-C-1, 76-CL-1, 76-C-2, 76-CL-2	215.43
91-C-1, 91-C-2	259.52

These prices are subject to addition of the following amounts if the conditioners are sold equipped as described:

Optional Equipment For Use With—	61-C Models	76-C Models	91-C Models
Direct current	$12.60	$16.00	$17.62
50/60 cycle alternating current	1.47	2.26	2.26
Water for cooling	...	...	14.35

For sales by wholesale distributors to retail dealers, maximum prices are:

Model	For Sales to Retail Dealers in Zone 1 Servicing Dealers	Non-Servicing Dealers
61-C-1, 61-CL-1, 61-C-2, 61-CL-2	$245.66	$255.66
76-C-1, 76-CL-1, 76-C-2, 76-CL-2	265.96	275.96
91-C-1, 91-C-2	324.40	334.40

The order directed that distributors located in any other zone are to determine their ceiling prices by adding an amount no greater than that shown below opposite the particular zone in which the distributor is located, as freight:

Zone:	
2	$3.00
3	4.50
4	6.00
5	8.00

If optional equipment is included, the following amounts may be added:

Optional Equipment For Use With—	61-C Models	76-C Models	91-C Models
Direct current	$15.61	$19.75	$22.03
50/60 cycle alternating current	1.79	2.79	2.79
Water for cooling	...	...	17.94

Ceilings on sales by retail dealers to consumers in Zone 1 are as follows:

Model:	Each
61-C-1, 61-CL-1, 61-C-2, 61-CL-2	$349.50
76-C-1, 76-CL-1, 76-C-2, 76-CL-2	399.50
91-C-1, 91-C-2	499.50

Dealers located in other zones are authorized to add the following amounts in establishing their ceiling price:

Zone:	
2	$15.00
3	16.50
4	18.00
5	20.00

Optional equipment entitles dealers to add the following amounts to their ceiling:

Optional Equipment For Use With—	61-C Models	76-C Models	91-C Models
Direct current	$22.50	$29.75	$34.00
50/60 cycle alternating current	2.50	4.00	4.00
Water for cooling	...	...	27.50

Included in the retail ceilings are delivery, installation, and a one-year warranty. All ceilings are for conditioners equipped for use with 60-cycle alternating current and all of the prices including the Federal excise tax.

Monthly Output of 200 Cabinets Expected at New Fraser & Johnston Plant

SAN FRANCISCO—With the completion of new quarters at 16th and Kansas streets, in another month, Fraser & Johnston Co., manufacturer of frozen food display and storage cabinets, expects to produce 200 units a month, according to company officials.

The new building has 80,000 square feet of floor space and will be devoted exclusively to refrigeration equipment with a total of 80 employes. Fraser & Johnston also makes the Biltwell line of stoves and heating equipment, employing 250 for that purpose.

The new line of display and storage cabinets includes the Biltwell "Merchandiser" for retail stores and the "Marketeer" for homes, farms and institutions. Both are 20 cu. ft. capacity with interior and exterior finished with "hi gloss" white enamel. They are powered by a compressor in ⅓ and ½-hp. sizes.

The "Marketeer" features a single lid, spring balanced, permitting easy opening and ready inspection of contents. Although basically a two-unit cabinet, the "Merchandiser" may be expanded by the insertion of a middle section with a minimum of connections.

No distrubtors have been named for the new lines although national distribution is planned as soon as a backlog of $350,000 has been cleared up.

Carrier Bargaining Agent OK'd

BUFFALO — The National Labor Relations Board has certified District 50 of the A.F.L. United Mine Workers of America as collective bargaining representative for production and maintenance employes of the Carrier Corp.

Essick Erects Factory Annex

LOS ANGELES—An addition to the factory building at 2420 East Fourteenth St. here is being erected for the Essick Mfg. Co., manufacturer of domestic air coolers, of 1950 Santa Fe Ave., that city.

Nebraska Beet Sugar Bins To Be Air Conditioned

SCOTTSBLUFF, Neb.—Four new beet sugar storage bins, equipped with an air conditioning system to prevent caking of sugar, are nearing completion at the local factory of the Great Western Sugar Co. They will give the refinery an additional storage capacity of 20,000,000 lbs. of sugar this fall.

The sugar factory's engineer pointed out that bin storage eliminates re-sacking operations required in the usual practice of storing sugar in 100-lb. sacks. The new bins are built of 9-in. reinforced concrete and given storage space 110 ft. in height and 35 ft. in diameter in each of the bins.

New W. Va. Contractors Open

RICHMOND, Va. — Capitalized at $25,000 Industrial Refrigeration, Inc., has been chartered to do business of refrigeration and insulation contractors, with E. T. Greshan of Norfolk, as president.

GUARANTEED

Sub-Zero Temperatures
(100° to 15° Below Zero)

AMERICAN'S NEW
5-Ton Gasoline Powered, Automatic Controlled Refrigeration Unit for Trailers

TEN MONTHS
Actual Hauling of Perishable and Frozen Foods Give This Unit an Exceptional Test Record

NOW READY
To Mount on Your Trailer Regardless of Make

TERRIFIC DEMAND
If you are contemplating low temperature hauling with your reefer, get in touch with our sales department immediately for details and price.

American Manufacturing Co.
Montgomery, Alabama

"Get that Bush Cooler out of here—do you want to spoil my racket?"

She Takes a "Last Look"...

to Give Added Protection to
Air Conditioning and Refrigerating Equipment

Because the purity of "Freon" safe refrigerants helps increase both the operating efficiency and the life of the systems in which they are used . . . cylinders and drums of "Freon" are given final tests—a "last look"—before they are approved for shipment.

To guard equipment against the risk of corrosion . . . or the freezing of minute capillary tubes, valves and other delicate parts of modern, compact machines, every precaution is taken to insure the absolute freedom of "Freon" from harmful impurities.

Throughout the intricate manufacturing process . . . and to meet rigid specifications . . . many plant and laboratory tests are made to control the production of "Freon." These prove "Freon" is free from acids . . . free from impurities . . . and almost totally free from moisture (less than 25 parts in a million parts of "Freon"). They prove "Freon" has an extremely narrow boiling point range, a low volume of insoluble gases and, in addition, is non-toxic, non-flammable and non-explosive.

These important characteristics of "Freon" are well understood by refrigerating engineers serving every field. They explain why equipment designed to use "Freon" is so often recommended. Free consulting service is offered by our Engineering Department on any problems concerning the use of "Freon" refrigerants. Address: Kinetic Chemicals, Inc., Tenth and Market Sts., Wilmington, Del.

IMPORTANT FEATURES OF "FREON" SAFE REFRIGERANTS

1. Freedom from moisture... less than 25 parts per million.
2. Narrow boiling point range—confined within limits of 1/2°C.
3. Less than 2% of insoluble gases in vapor phase.
4. Freedom from acids. There are none in "Freon."
5. Freedom from impurities...less than 1/20 of 1%.

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safe refrigerants
"FREON" IS KINETIC'S REGISTERED TRADE MARK FOR ITS FLUORINE REFRIGERANTS AND PROPELLENTS.

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- Oil Separators.
- Two-Temperature Valves.
- Accumulator Heat Exchangers.
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Sharp Increase Noted In Instalment Buying

NEW YORK CITY—A sharp increase in instalment buying in the electrical appliance field has been noted in a recent survey.

A San Francisco dealer stated that 50% of his major appliance sales are now financed on the budget plan.

In Detroit, an appliance wholesaler, with five carloads of pedestal fans in stock, found that 65% of his customers took advantage of instalment buying to purchase the fans when the opportunity was offered. Formerly, pedestal fans had been sold on a strictly cash basis.

Rising instalment sales were also reported in Pittsburgh, Cleveland, and Chicago by the paper.

OPA Sets Prices for Two Monitor Vacuum Cleaners

NEW YORK CITY — Two models of vacuum cleaners and attachment sets manufactured by the Monitor Equipment Corp. here were retail priced and added to Section 25, Appendix A, of RMPR 111, according to Amendment 17 issued by OPA.

Model FLCA, a floor type cleaner having a motor driven brush, retails for $69, and the 11 piece attachment set for $22.75. Model TAC-1 vacuum cleaner of the cylinder complete with an eight piece attachment set sells to consumers for $64.50.

This order became effective Aug. 13, 1946.

B.A. Chapman Appointed Assistant Mfg. Chief At Nash-Kelvinator Corp.

DETROIT—Appointment of B. A. Chapman, staff engineer, as assistant to the vice president in charge of manufacturing, has been announced recently by R. A. DeVlieg, vice president of Nash-Kelvinator Corp.

Mr. Chapman joined Plymouth Division of Chrysler Corp. in 1930 in the plant engineering department, while an engineering student at the University of Detroit. From 1931 to 1936, he was in charge of plant layout and equipment design at Plymouth. In 1936, he was transferred to the DeSoto Division as plant engineer.

In 1937, Mr. Chapman left Chrysler to join Nash Motors Division of Nash-Kelvinator as plant engineer of all the company's Wisconsin plants.

When Nash-Kelvinator took over operation of two plants in Lansing in 1941 to become one of the world's largest manufacturers of aircraft propellers during the war, he was placed in charge of plant engineering for the Corporation's Propeller Division.

In 1943, he was promoted to staff engineer for all Nash-Kelvinator plants, in both the automotive and electrical appliance fields.

His new responsibilities will include production operating problems as well as staff supervision of manufacturing facilities, Mr. DeVlieg said.

Slackening In Rush for Small Appliances Indicated In Manufacturers' Surveys

NEW YORK CITY—Signs that the seller's market in electrical appliances could come to an end practically overnight are being revealed in market tests conducted by appliance manufacturers.

Strong exception to this trend of slackening demand is consumer eagerness to purchase major appliances, such as refrigerators, washing machines, and ranges.

General Electric, conducting experiments in four small towns, two in the midwest and two in the east, found that 85% of persons who signed up for G-E refrigerators took delivery as soon as they could get their boxes.

On the other hand, one vacuum cleaner manufacturer in a similar test discovered that only 20% of the people who signed up for the appliance would take immediate delivery. In other tests, acceptance ranged up to 60%.

Proctor Electric Co. tested demand for electric irons in Philadelphia, Washington, and Baltimore, and is now conducting experiments in Richmond, Providence, and Boston.

On the basis of results in the first three cities, Oswald MacCarthy, the company's eastern regional sales manager, expressed the opinion that the market for this appliance might turn into a buyer's market this year. However, he reserves final judgment until returns from the other cities are in.

RESULTS VARY BY CITIES

In Philadelphia and Washington, department stores participating in the Proctor experiments sold all their Proctor irons within an hour after the sales started. Throughout the sales, irons of lesser known makes remained on the shelves and were often refused by customers as substitutes.

In Baltimore, the Hub department store sold out irons set aside for telephone orders, while an equal number of irons displayed on the sales floor moved slowly. The May Co. there arranged a big iron display in its houseware department, but the irons moved so slowly that even the clerks were surprised.

Mr. MacCarthy explained the poor Baltimore showing by the fact that Baltimore "has been a dumping ground or proving ground for practically every new household appliance." Because money is not so free there, he thinks that possibly much of the available cash had already been invested in substandard merchandise, leaving the market for higher priced quality merchandise in an awkward position.

Off brand appliances are also found to be faring badly in New York City. For example, off brand electric irons have been marked down by some retailers from $5.48 to $4.44. Electric toasters of the two-slice turnover type, chrome plated, have been reduced in some shops from $4.25 to $3.33.

To find out what the demand will be for its products when the first heavy buying wave subsides the Silex Co. is conducting a long range survey, expected to last a couple of years, in Peoria, Ill. Company officials expect the survey to enable them to tell six months to a year in advance, what the national demand for their product is.

Before starting the survey last May, Silex made a complete market analysis of the 10 counties comprising Peoria's trading area. The analysis covered population, retail sales in former years, sales potential based upon per capita incomes, buying habits, and other factors.

TO 'FLOOD' ONE TOWN

Then distributors and dealers in the trading area were permitted to have as much merchandise as they wanted. Only requirement laid down by the company was that its product receive full display in windows and counters. A cross section of the retailers has been asked to submit weekly reports on sales, stocks on hand, and receipts from distributors.

As long as sales remain up, as reported by the dealers, Silex plans to use no promotion to assist sales. Sales will depend entirely on adequate display.

When dealers' reports indicate a drop in sales, then newspaper, radio, or other promotional effort will be started by Silex.

First results of this test are expected by company officials in September. They expect sales to be abnormally high at first. The important phase of the test, they say, will be sales volume per capita after the market has been exposed to ample quantities for several months.

Peoria was selected by Silex because of its geographical location and its practical isolation from other distribution centers. The city has a small, well diversified industry that experienced little over expanded construction and business activities. It suffered no abnormal dislocation of population during the war.

The area is also small enough to supply fully without seriously affecting shipments to other parts of the country, according to J. M. Moore, Silex general sales manager.

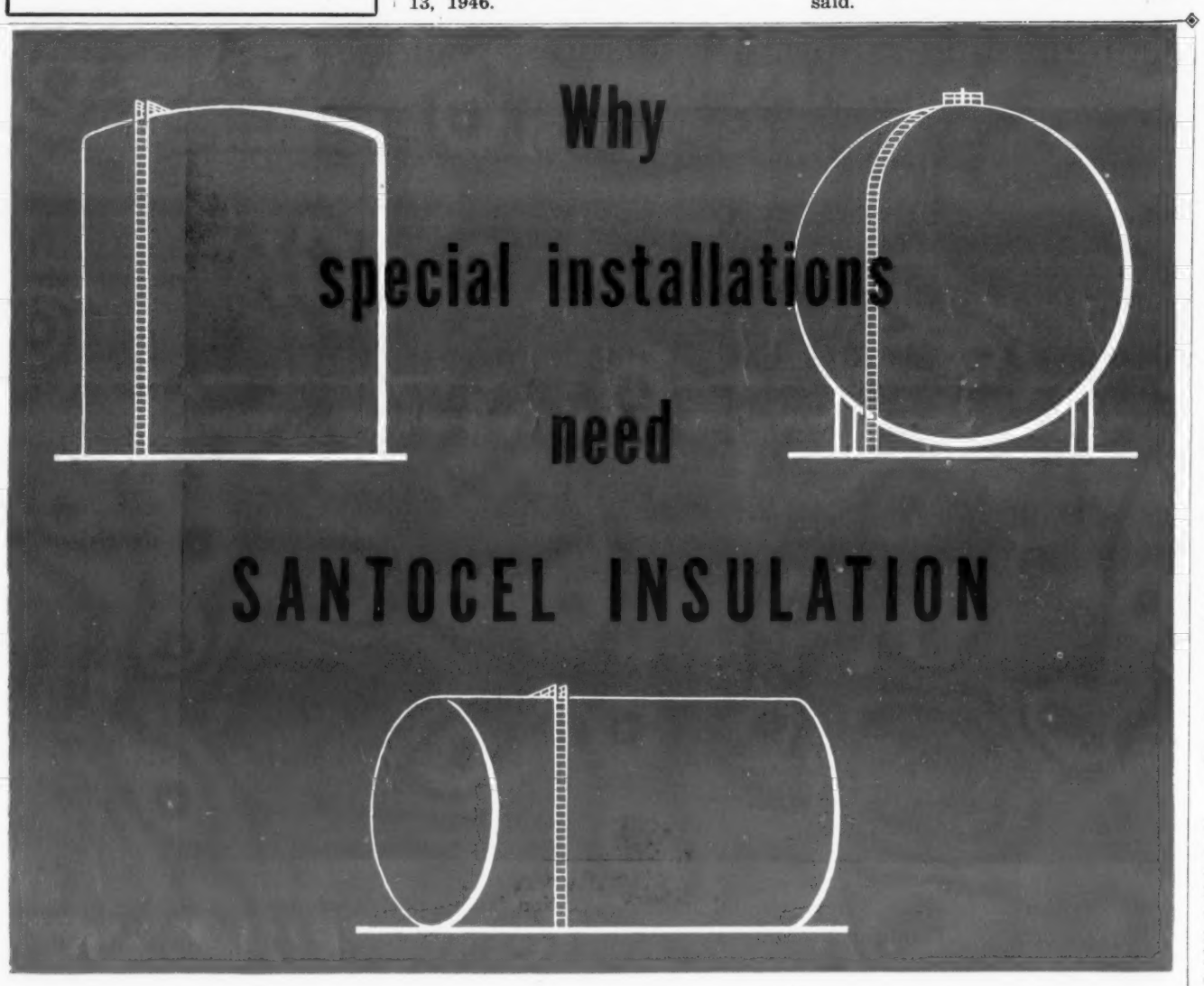
Shortages Cause Delay In Omaha Electrical Show

OMAHA, Neb.—The Omaha Electrical Show, scheduled for Sept. 23-28, inclusive, has been postponed until early next year with a new date to be announced in the near future, according to A. B. Parks, secretary-manager of the Nebraska Chapter, National Electrical Contractors Association. He explained that a shortage of merchandise was responsible for the postponement.

Building Materials Dealer Opens Modern Appliance Department

UTICA, N. Y.—Denton & Waterbury, dealer in building materials, has opened one of the most modern retail departments in Central New York for the merchandising of electrical appliances. The new building contains 7,000 sq. ft. of floor space.

Donald M. Waterbury, son of Angus M. Waterbury, president of the firm, has been placed in charge of the new department.



In special insulation jobs ... for storage at temperatures of −219° F. for instance ... in tank trucks, tank cars, spherical storage tanks, etc.... Santocel, Monsanto's unique silica aerogel insulation material, has demonstrated its superiority many times.

FOR EXAMPLE:

In a huge storage tank for methyl chloride, Santocel has been selected because its high insulating efficiency *cuts the radiation area of the tank.* Twelve inches of Santocel accomplishes as much as two to three feet of conventional insulation. As engineers well know, radiation area increases rapidly as the insulation thickness becomes greater. Optimum thicknesses to insulate a given cubic measure are thus quickly reached. That's why the use of Santocel, "The world's most efficient insulating material," has proved so important ... so economical.

If you are building *any* type of special or industrial cold storage units it will undoubtedly pay you to investigate Santocel. Complete Santocel details on request ... also samples and the counsel of our insulation specialists. Write, wire or phone: MONSANTO CHEMICAL COMPANY, Merrimac Division, Boston 49, Massachusetts.

QUICK FACTS ABOUT SANTOCEL

1. Insulating Value: Thermal conductivity of Santocel is lower than that of any other material or method of insulation employed except a highly evacuated, silvered-surface space.

2. Density: Although low for a free-flowing powder, Santocel's density is about equal to that of other loose fill insulators.

3. Application: Santocel can be applied by building a retaining jacket about the object to be insulated, usually of lightweight sheet metal, and filling the intervening space. Being free flowing, it can be easily applied to such a construction.

4. Settling: Santocel settles to a stable density about as rapidly as other fill types.

5. Moisture Sorption: Santocel will not pick up significant quantities of water from the air.

6. Fire Hazard: All volatile matter in Santocel is removed by last stage of manufacture. The aerogel constitutes no fire hazard whatsoever.

Santocel: Reg. U. S. Pat. Off

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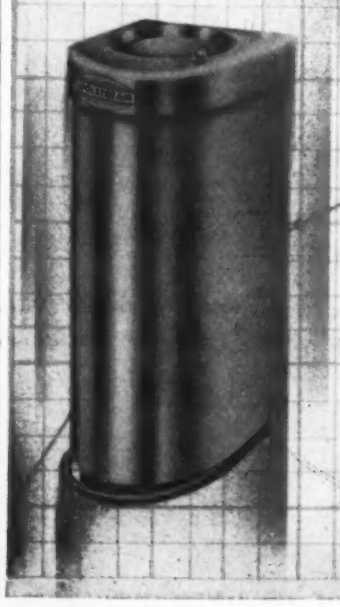

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Exceed Expectations and
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The CP-10 is delivering more
than the charted 10 gallons —
The CP-10 is breaking its own record!

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240 BUTLER ST., BROOKLYN 17, N. Y.

INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

terprise. They hate war, because it interrupts business (note how the stock markets dip at every threat or hint of war).

Do We Ever Learn From History?

These observations on the course of history are quite clear to many—but not nearly enough—of the people of our fair Republic.

What bothers a good many of us is that, in the current turmoil of debating over which road we shall travel, the Voice of Business seems subdued. Men who know What It's All About seem afraid to talk.

They're afraid to speak up because they're tagged as Men of Property.

One philosopher has said:

"Property is the fruit of labor. Property is desirable; it is a positive good in the world. That some should be rich shows that others may become rich, and hence property is just encouragement to industry and enterprise.

"Let not him who is houseless pull down the house of another, but let him work diligently and build one for himself, thus by example assuring that his own shall be safe from violence when built."

Know who that philosopher was? Guess again. It was Abraham Lincoln!

Snyder Wants Buying Power Of Dollar Maintained

When John Snyder took the oath to execute faithfully the duties of his office as Secretary of the Treasury he said, in effect, that it would be his determined duty to resist forces that tend to undermine the purchasing power of the dollar.

Secretary Snyder is the type of man who keeps his word. He is going to do all in his power to protect the interests of those who invested their earnings in government bonds.

The 1926 dollar now is worth ninety cents. Despite everything that Mr. Snyder can do there will be further decline in the purchasing power of the dollar.

Here are some of the things he is expected to do to check the decline, and finally to increase the value of the dollars the American people put in bonds during the war: He is going to be chary about tax reductions. He will insist on improving the present jerry-built tax structure. He will get the public debt into more manageable form by the conversion of maturing issues into short and medium term securities at relatively low but not declining rates.

There is encouragement in the fact that the amount of money in circulation has become quite stable. The present slight upturn is seasonal.

Some think the Federal Reserve System should be given more power over bank reserves, by requiring banks to carry a secondary reserve of short-term government securities.

A limit may be put on the authority to carry long-term paper. Issues of enough long-term bonds (not available for bank purchase) to meet the needs of genuine individual and corporate investors, may be forthcoming.

Certainly the Federal Reserve should be used to prevent further expansion of bank credit. It probably should require its contraction.

Economy in government expenditures rests more with Congress than with the executive branch. Nothing in sight in the way of reduction in government expenditures will be sufficient to make much of an imprint on the public debt. We may have to learn to live with that debt for some time to come.

Postponement of the luxury liner program, however, is seen as a forerunner of determined efforts to reduce government expenditures. Drastic cuts are expected in the amounts the war and navy departments will be allowed to use. Expenditures by the fighting services at the end of the fiscal year (June 30) were at a higher rate per man than in the 1945 fiscal year when the country was engaged in a shooting war.

Unquestionably the President and Secretary Snyder have their eyes on other federal expenditures. In a time of inflation the government's monetary surplus should be accumulating more rapidly than it is at present.

Croix de Guerre

Eight months after General de Gaulle signed it in Paris, a Croix de Guerre with palm was received recently by Col. Grant Layng, South Bend, Ind. Mr. Layng since last summer has been manager of the builders and apartment house division, Bendix Home Appliance, Inc.

The citation says, simply, that he gave exceptional service toward the liberation of France. Mr. Layng was division chief of staff of the 87th "Golden Acorn" infantry division in five major combat operations on the western front.

Mr. Layng also has been awarded the Legion of Merit, the Purple Heart with two Oak Leaf Clusters and the Combat Infantry Badge.

Equal Rights

"Is it wrong to give a man a job — or even part of a job? Should a jobgiver be a second class citizen?"

Allen W. Rucker, veteran of World War I and Gold Star father of World War II thinks not. He has organized the fast-growing TOOL OWNERS UNION to restore equal bargaining rights to the 50 million owners of the tools of production and distribution whose savings and investments make our American standard of living possible.

Members are men and women who have a conviction that the profit-and-loss system within the limits of the Constitution is worth preserving. Through eventual local organization, the union of millions of tool owners who have invested their savings in the world's most efficient production system will assert the point of view of ownership to Congress and elected administrative officials.

This unique Union is non-partisan. It seeks merely the redress of inequalities in the law that favor one class of citizens as against other classes, so that owners of property invested in production may not be deprived of their property or its earnings by force or arbitrary decrees of any person or group at any time or place.

TOOL OWNERS UNION seeks to restore the incentive for saving and risk investment in order that the expansion of tools will continue at a greater rate than the expansion of our population. Only in this way can the national per capita scale of living be lifted and the internal and external strength of the nation safeguarded.

Information about the TOOL OWNERS UNION may be obtained by writing Allen W. Rucker, President, 1802 Massachusetts Avenue, Lexington 73, Massachusetts.

Statistical Juggling

President Truman was recently placed in an embarrassing position as the result of some tricky statistical juggling by a member of Secretary Wallace's staff.

The President had requested that his Commerce Department tabulate a report indicating the extent to which prices were increased on 28 commodities during the period that OPA was temporarily abolished. In due course, such a report, revealing that the price increase on the commodities in question was insignificant, found its way to Secretary Wallace's office.

A member of the Secretary's staff, thinking that the report was not impressive enough, added an insignificant item—namely, raw silk, the selling price of which had undergone a 140% increase. This raw silk had nothing whatsoever to do with the cost of living. It had been shipped from Japan by special permission of General MacArthur, who was not, at that time, ready to let the Japanese ship their silk through the regular channels. The silk was then sold at auction in New York, under the auspices of the RFC.

Unable to verify the figures in the report personally, President Truman, when he released the statement, was entirely unaware of its inaccuracy.

Secretary Wallace, anxious that the report present a dramatic story, had inadvertently left himself "wide open" for more trouble, similar to that caused by his famous automobile statement of a few months ago ("manufacturers can pay 30% more wages without raising prices") and for which he was later called upon to make an apology.

TOPS IN Water Coolers

This distinctive new-model OASIS Electric Water Cooler is truly an outstanding Ebco product from every angle! Combines built-in stamina with attractive appearance. The top of bright, stainless steel is easy to keep clean. The famous, splashproof bubbler, with sanitary, chrome-plated guard, responds to light, finger-tip pressure. The recessed ebony base puts you comfortably in reach of this *constant* source of properly cooled drinking water. And the walnut-bronze, corner-louvered cabinet protects a rugged cooling unit that works quietly and efficiently year after year From crest to base, this new OASIS *tops* Ebco's previous product achievements in two decades of electric water cooler leadership. Write for details.

Gilmer BELTS

Gilmer V-Belts fit. Once they are installed no return trips for re-adjustment are necessary. Gilmer V-Belts fit because cords are normalized to minimize stretch.

And Gilmer V-Belts have all the other important qualities that count. They are ruggedly built for long life. They assure dependable performance. And there are sizes for all needs, for Gilmer V-Belts are made on the largest assortment of V-moulds in the world. Get in touch with your jobber today.

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WHEN SERVICE CALLS PUT THE HEAT ON . . .

DEPEND ON Kelvinator! REFRIGERATION PARTS AND SUPPLIES

Conveniently Warehoused
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It would be more pleasant to lie in the shade these hot August days . . . instead of sweating through the usual rush of hot-weather refrigeration service calls! While it may be impossible for you to escape those calls—you *can* turn for welcome relief to Kelvinator's 50 strategically located parts depots . . . where *complete stocks* of refrigeration parts and supplies are available at *competitive prices* . . . and fast delivery is possible in every locality.

NASH-KELVINATOR CORPORATION, Detroit.

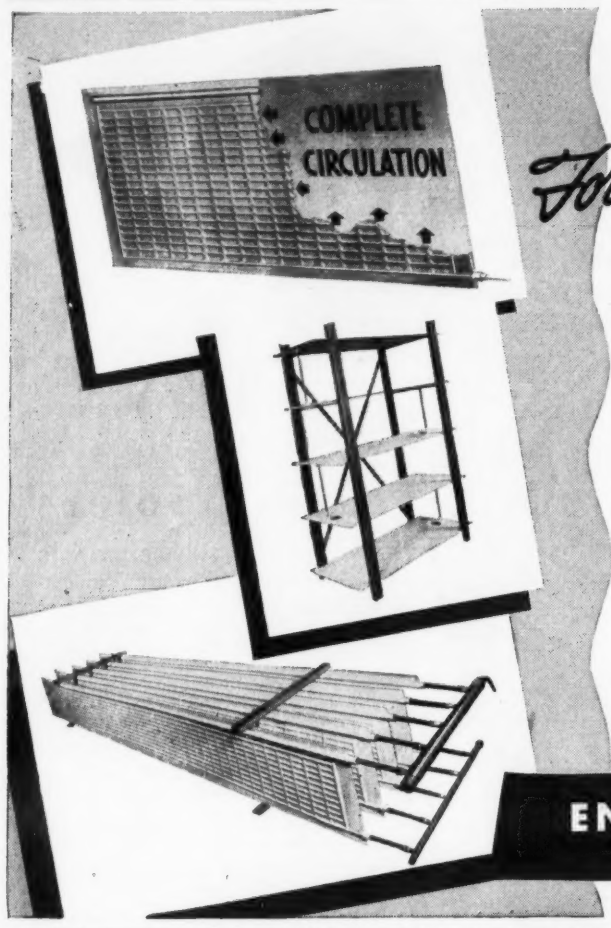
KELVINATOR OFFERS VALUABLE HELP FOR YOUR SERVICE TRAINING PROGRAM

For training additional personnel, refrigeration service organizations will welcome the valuable aid of Kelvinator's service training material. One of these useful training helps is illustrated above—the sturdy, pocket-size, ready-reference "*Trouble Shooter's Guide for Refrigerator Service Men.*" Ask your local Kelvinator Distributor or Zone Office about it.

Kelvinator CONDENSING UNITS

REFRIGERATION PARTS AND SUPPLIES

BUY KELVINATOR FOR ALL YOUR REFRIGERATION REQUIREMENTS



For Complete Surface Freezing

HUBBELL-YODER REFRIGERATION PLATES

—and we mean "*COMPLETE* SURFACE."

Take a 19" x 108" Hubbell-Yoder Plate for example. That's 2052 square inches of plate area. And every single square inch is actual prime heat pickup surface. You see the interior of the plate is a network of ducts through which the refrigerant circulates, spreading out in all directions so as to form a web of refrigerating element. That's "*Complete* Surface Freezing."

If you make, sell or use low temperature equipment such as freezer cabinets, locker plant plate banks, sharp freeze shelf stacks, etc., it will certainly pay you to get details on Hubbell-Yoder Plates. They'll step up operating efficiency and reduce operating costs. As the old darkey said, "Dat am no prophecy: dat am a *fact*." Write, wire or phone.

HUBBELL YODER REFRIGERATION PLATES

International Sales Agents

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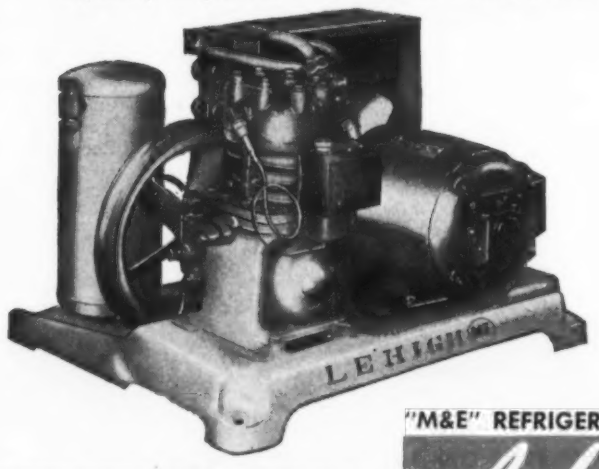
We hope To FILL that gap SOON!

says the LEHIGH TEAM

LEHIGH knows that it is one of the most fortunate of compressor manufacturers. It is enjoying loyal and generous support from suppliers of parts. The big Lehigh electric foundry in Easton is building a large backlog of quality castings. Line production is increasing daily. So rightly you can say — "Stop boasting — where's our delivery!" Gentlemen — you know the answer. We still are having parts trouble. Of some parts we have thousands. Of others, equally important, we have a mere handful. And not until that situation levels out will we be able to give you all the units you need or capitalize our full manufacturing resources. *** Lehigh is keyed up for volume production of quality units. The plant is hitting a rapid stride now —but it can, and will do, much better. Reports from our cooperating manufacturers suggest that improvement is coming soon. In the meantime thanks — again — for your patience and understanding. We're pulling for you!



Illustrating our 1/3 H. P. Model for low, medium and high temperature uses. Exceptionally compact: Only 22-1/2" long. 18-1/4" deep. 14-1/2" high. Data sheets on request.

Lehigh M&E EST. 1866

HEAVY DUTY CONDENSING UNITS

Complete Line to Include ¼ to 5 H.P.

"M&E" REFRIGERATION DIVISION

Lehigh Foundries, Inc.

Plant: LANCASTER, PA.

Prices Set on Lang Hardening Cabinets

PHILADELPHIA—Ten models of ice cream hardening cabinets manufactured by F. W. Lang Co. here have been given ceiling prices by OPA in Order 780, MPR 591.

Following is the price schedule:

Model No.	Distributors	Dealers	National Chain Accounts	Consumers
H40 Super Speed	$241.00	$289.00	$339.00	$482.00
H60 Super Speed	292.00	350.00	408.00	582.00
H80	310.00	372.00	434.00	620.00
H80 Super Speed	344.00	413.00	482.00	688.00
H90	313.00	381.00	445.00	635.00
H90 Super Speed	352.00	422.00	492.00	703.00
H120	355.00	426.00	497.00	710.00
H120 Super Speed	389.00	467.00	545.00	778.00
H150	400.00	480.00	560.00	800.00
H150 Super Speed	434.00	521.00	608.00	868.00

New Refrigerator Valve Co. Organized

PORT HURON, Mich.—Organization of the Refrigerator Valve and Mfg. Co. by three men experienced in the refrigeration field has been announced here.

Production of compressor valves, angle valves, and dehydrators is scheduled to begin by Sept. 1, according to Harold A. Curry, president.

Officers of the new firm are Mr. Curry, who has had many years experience in the manufacture of valves and accessories; Neil E. Clouse, vice president, experienced in precision machining; and Robert A. Gray, secretary-treasurer, a former product engineer of refrigeration valves and accessories.

The board of directors consists of these officers and Said M. Touma, attorney.

Incorporated with a capital stock of $100,000, the new valve firm has received its license to manufacture from the Michigan Corporation and Securities Commission.

The 2,000 sq. ft. plant building is located at 2206 Farrand St. here.

Products to be manufactured initially are flanged compressor valves with 1⅝ in. bolt centers, both in solder and flare types, and ranging in size from ¼ to ⅝ in.; pipe thread mounted compressor valves in the same size range; angle valves with ¼ or ⅜ in. pipe thread mounting in sizes ranging from ¼ through ⅜ in.; and ¼ in. flare brazed end dehydrators of four and 12 cu. ft. capacity filled with Davison refrigeration grade silica gel.

$8 Million Refrigerated Warehouse For Coast

SAN FRANCISCO — Construction of a 10 story refrigeration building is included in plans for a new $8,000,000 wholesale produce terminal drawn up by the San Francisco Wholesale Produce Terminal, Inc., it was announced here.

Terminal officials are reported to be negotiating for acquisition of property owned by the Southern Pacific Railroad and now occupied by the Army Quartermaster Corps as a site for the new terminal.

This site composes 16 acres between Third and Sixth streets south of the Third St. Channel.

The proposed terminal will be divided into three units, it was said. Two of the units will consist of 940 ft. concrete sheds served by spur track to provide 25 ft. stalls with truck level loading platforms for individual merchants. The third unit will be the refrigeration building which will provide cold storage space and house a central unit piping refrigeration to each stall.

San Diego Group Joins National Contractors

CLEVELAND — The Commercial Refrigeration Association of San Diego has become the fifteenth local group to affiliate with the National Association of Refrigeration Contractors.

The 21 members of the San Diego group bring the combined national membership to 534 firms, according to Gerald W. Weston, acting executive vice president of the national group.

Officials of the San Diego Association are: Elton S. Bailey of the Refrigeration Equipment Co., president; Ralph French of French Commercial Refrigeration, vice president; J. H. Gustafson of Gustafson Refrigeration Co., secretary; and William J. Fickler of Automatic Equipment Co., treasurer.

Committee Seeking Help In Determining 'Names' and Symbols

NEW YORK CITY—In connection with the effort to standardize abbreviations, graphical, and letter symbols used by the air conditioning and refrigeration industry, the American Standards Association Nomenclature Committee B53, sponsored by the American Society of Refrigerating Engineers, is endeavoring to find out just what is now being used by the industry.

It was felt by the committee personnel that the best way to achieve standardization of the various abbreviations and symbols was to obtain from the industry samples of what are now being used, carefully study and compare them, and then arrive at a decision as to best ones to adopt as standards.

Accordingly, the Committee is writing a letter to 200 representative firms engaged in refrigeration and air conditioning, asking them for the following information.

1. What graphical symbols do you use in representing refrigeration equipment within the refrigeration cycle?
2. What letter symbols do you use?
3. What abbreviations do you use?

The scope of the inquiry is limited mainly to nomenclature used in the refrigeration cycle because of the very complete sets of standards already adopted for allied industries and professions such as electrical mechanical, hydraulics, and piping. Appropriate selections of these standards will be included in the final report of the Committee.

Close cooperation is maintained between B53 Committee and similar committees of American Standards Association.

While the recipients of the letter were selected as being representative of the industry, the inquiry is by no means limited to them, and the Committee hopes that any firm or individual that is interested, whether or not they receive a letter, will send in a set of symbols and abbreviations they use together with any suggestions they may care to offer.

Communications should be addressed to D. F. Hayes, Secretary, Nomenclature Committee B53, American Standards Association, 70 East 45th St., New York 17.

Northern Calif. Group Holds Celebration

SAN FRANCISCO—First anniversary of the Refrigeration Contractors Association of Northern California was observed Aug. 23 with a stag dinner. Chairman of the affair was I. S. Fairbanks, sales engineer for General Air Conditioning and Heating Co. of Oakland.

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Complete Stock
Prompt Shipment

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Centralized Repair Service May Solve Dealer's Problems on Trade-In Boxes

ST. LOUIS—The best solution to the trade-in refrigerator problem is a centralized repair service which can overhaul boxes on an assembly line basis for all local dealers, Al Francisco, major appliance buyer for the Famous-Barr Co. here, believes.

"I believe the ideal set up is one big company, developed by some refrigeration service firm, which will handle all trade-in reconditioning for all dealers," he declares.

"This should be fostored by our local utility and run cooperatively for all dealers," he adds. "In that way the cost of reconditioning could be kept low enough that the trade-ins would be absorbed by the market."

Predicting that within five years, 85% of all new refrigerator sales will involve trade-ins, he maintains that even the poorest families do not want "junk" boxes.

He feels that these families, when buying trade-ins, will prefer large, efficient refrigerators with a definite guarantee, at prices considerably better than the $55, $65, and $75 which was average for reconditioned trade-ins before the war.

One difficulty facing the dealer, he believes, is the hermetically sealed units found on some of the boxes turned in.

"Whereas we can recondition and guarantee the ordinary open unit, the five year guarantee on a sealed unit will usually have run out," Mr. Francisco explains, "and the expense of getting into the mechanism and repairing it enough so the company would be able to give a guarantee would make the box far too expensive for resale."

"At lowest cost, I belive it will amount to around $65 to overhaul a sealed unit," he states.

Famous-Barr, which sold 3,000 refrigerators a year before the war, has made no plans to do its own overhauling work, Mr. Francisco asserts, although the store maintains one of the largest refrigeration service shops in the city.

He declares that if no central reconditioning organization is set up, the store will probably "take over the entire job ourselves."

He is expecting an influx of trade-ins, because, he says, "people will demand the new food freezers built into the 1947 boxes."

In the past, the store had an arrangement with an outside firm which would buy the traded-in refrigerator largely for junk, he says. But with reconditionable units, he asserts, this arrangement will not work.

Internat'l Detrola Buys Steel Plant, Coal Mine, Fabricating Facilities

CINCINNATI — Purchase for an undisclosed price of all steel-making, rolling mill, and fabricating plants and coal mining interests of the Andrews Steel Co. by the International Detrola Corp. was announced recently by C. Russell Feldmann, Detrola's president and board chairman.

Properties purchased included the Andrews steel plant division in Wilders, Ky.; the Newport Rolling Mill Co. and its divisions, the Globe Iron Roofing & Corrugating Co., and the Newport Culvert Co. in Newport, Ky.; and the entire Hardy-Burlingham Mining Co. in Perry County, Kentucky.

The plants at Wilders and Newport, across the Ohio River from Cincinnati, employ 2,000 persons while the mine employs 350, the announcement said.

International Detrola, with 10 other plants in the U. S. and Canada, manufactures refrigerating and air conditioning equipment, home radio receivers and automatic phonographs, radio speakers and cabinets, and a number of other specialties. The company's general offices are located in Detroit.

Speaking of Detrola's new properties, Mr. Feldmann said, "These specialty steel facilities will continue to serve many fabricating and manufacturing industries as they always have done for more than a half century."

New Shipping Technique Wins $1,000 Bond

At left Fred Parlett, Frigidaire shipping department checker, is shown demonstrating a personally devised freight-handling technique that won him the firm's prize of a $1,000 U. S. Savings Bond. By using strap iron instead of lumber to anchor crates, he saved Frigidaire both time and material.

Metal Straps Save Time and Lumber In Anchoring Frigidaire Products for Shipment by Freight Car

DAYTON, Ohio — A new freight-anchoring technique, conserving both time and critical lumber, has been developed for Frigidaire Division of General Motors by Fred Parlett, Dayton shipping department checker and winner of a $1,000 U. S. Savings Bond for his idea.

Bulky crated Frigidaire products, such as ice cream cabinets and water coolers, are now being clinched together and anchored in railroad freight cars by 1¼ in. steel straps instead of the usual shoring of two-by-four planks. Only two special tools are necessary, a strap-iron stretcher and clincher.

The straps are anchored to the car sides before they are stretched into position. The operation can be completed in 45 minutes instead of the customary two hours. About 81 linear feet of lumber can be saved on each carload lot.

Crates were previously held in place by nine separate lengths of two-by-four lumber, varying with the width of the car, but approximately 9 ft. in length.

Ordinary sized crates are clinched by a single strap. However, heavier items may require the support of two bands, one at the top and another at the bottom. The number of tiers per car depends upon size and weight of the crates. Freight-handlers at the other end of the line have only to snip the steel bands with cutters.

Alcoa to Erect Plant To Make Die Castings

DES PLAINES, Ill.—To fulfill the rapidly increasing requirements of midwestern manufacturers of home appliances and other products, the Aluminum Co. of America plans to erect a plant here for the manufacture of aluminum die castings.

Application for permission to construct a plant with approximately 190,000 sq. ft. of floor space has been filed with the Civilian Production Administration, according to H. C. Slagle, who is Alcoa construction engineer.

The plant, according to present plans, will be built on a 35-acre site at Wolf and Algonquin roads. It will include manufacturing, service, and office buildings.

When manufacturing operations get under way, from 400 to 500 workers will be employed, Mr. Slagle declared.

"Alcoa's present die-casting facilities at Garwood, N. J. are taxed to the point of overloading in supplying the needs of eastern and midwestern manufacturers who require die-cast aluminum parts and products," he said.

The new plant would be able to serve Alcoa's die-casting customers in the midwestern territory more adequately and conveniently than the present plant in New Jersey, company officials declared.

Aluminum die castings find extensive use as semi-finished parts for vacuum cleaners, washing machines, cooking utensils, and other domestic appliances, according to the company.

Alcoa had previously announced its plans to construct a large rolling mill near Davenport, Iowa, as part of a program to expand its facilities in the midwest.

Apex to Split Stock In Refinancing Plan

CLEVELAND — Stockholders of the Apex Electrical Mfg. Co. here will vote on Aug. 28 on a company refinancing program which provides that each share of outstanding common stock without par value will be divided into four shares of $1 par value, C. G. Frantz, president, has announced.

Company directors have already approved the plan, Mr. Frantz declared.

In addition to the 340,000 outstanding shares of common stock this move will create, the company proposes to issue 110,000 additional shares of $1 par value and 40,000 shares of cumulative preferred stock at $50 par value, he said.

Proceeds from this program will not only provide adequate capital for the present volume of business, which is already greater than in prewar years, but also will provide funds for additional volume when materials are more readily available, Mr. Frantz explained.

He added that plants and facilities, expanded during recent years, now provide for an increase of approximately 50% in their productive capacity.

F. A. Smith Co. to Produce Ventilating Equipment

ROCHESTER, N. Y.—F. A. Smith Co. will construct a new plant in Hornell, N. Y., for the manufacture of electric fans and ventilating equipment. The plant will employ 200. Production is scheduled to begin next January, according to Harry Ketchum, controller.

Bundyweld Nickel Tubing Now Available in Quantity

WHY BUNDYWELD IS BETTER TUBING

1 The Bundyweld process is entirely different from that used in making any other tubing. A single strip of metal—copper coated—is continuously rolled twice laterally into tubular . . .

2 form. Uniform wall thickness and concentricity are assured by using close tolerance cold-rolled strip. This double-rolled strip passes through a resistance heating unit where the copper coating . . .

3 fuses and alloys with the Monel or nickel, forming a perfect bond between the two walls and disappearing from the inner and outer surfaces. After cooling, it is a solid, double walled tube . . .

4 copper-brazed throughout 360° of wall contact, free from scale and closely held to dimensions. Hard or annealed in standard sizes to ⅛" O.D. Special sizes cold drawn.

Now available in quantity, Bundyweld Tubing in nickel, Monel and nickel alloys gives you all the advantages of the unique Bundyweld construction:

- PERFECT BOND
- SMOOTH JOINT
- SOLID DOUBLE WALL

PLUS NICKEL'S RESISTANCE TO CORROSION!

Every eight hours, half a million feet of Bundyweld Tubing rolls out of our plant to find its way into hundreds of successful industrial applications . . . from motor vehicles to cooling equipment, from gas ranges to diesel engines.

If the tubing you use must have outstanding mechanical properties, plus resistance to corrosion, the odds are that Bundyweld Tubing in nickel, Monel and nickel alloys will meet your requirements. Write today. *Bundy Tubing Company, Detroit 14, Michigan.*

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METAL GOODS CORP.
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HOUSTON 1, 16 DRENNAN
NEW ORLEANS 13, 432-438 JULIA ST.
TULSA 3, 19 EAST CAMERON ST.

PACIFIC METALS CO., LTD.
LOS ANGELES 21, 1400 S. ALAMEDA ST.
SAN FRANCISCO 10, 3100 19TH ST.

STEEL SALES CORP.
CHICAGO 23, 3348 S. PULASKI ROAD
DETROIT 10, 5151 WESSON AVE.
INDIANAPOLIS 4, 310 TEST BLDG.
MILWAUKEE 4, 647 W. VIRGINIA ST.
MINNEAPOLIS 15, 529 S. 7TH ST.
ST. LOUIS 10, 4565 MC REE AVE.

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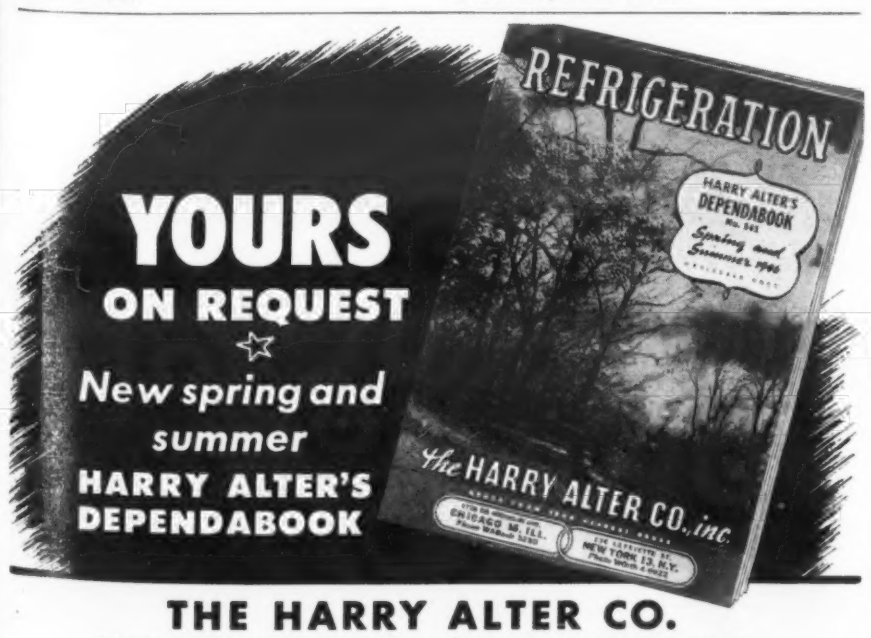
ATLANTA 3, 285 MARIETTA ST.

WILLIAMS AND CO., INC.
CINCINNATI 14, 1921-1927 DUNLAP ST.
CLEVELAND 14, 3700-3716 PERKINS AVE.
COLUMBUS 15, 31 NORTH GRANT AVE.
PITTSBURGH 12, 901-937 PENNSYLVANIA AVE., N.S.
TOLEDO 2, 850 E. WOODRUFF AVE.

WHITEHEAD METAL PROD. CO., INC.
BALTIMORE 17, 413 W. NORTH AVE.
BOSTON 41, 235 BRIDGE ST., CAMBRIDGE, MASS.
BUFFALO 2, 234 COURT ST.
NEWARK 5, 205 FRELINGHUYSEN AVE.
NEW YORK 14, 303 WEST 10TH ST.
PHILADELPHIA 40, 1955-75 HUNTING PARK AVE.
SYRACUSE 2, 242 W. WASHINGTON ST.



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Write for it on your letterhead

Smith Finds Home Freezer Market Already 'Thin', Advocates Specialty Commissions for Salesmen

SAN FRANCISCO — When the present thin trickle of educated home freezer buyers is sold, the home freezer industry faces the "basic and difficult job of educating the masses" if it hopes to continue to enjoy a volume business, George H. (Rock) Smith, vice president and general manager of the Deepfreeze division of Motor Products Corp. asserts.

Discussing the future of the home freezer at the first postwar Western Radio and Appliance Trade Dinner here recently, Mr. Smith urged dealers representing 11 western states to get in on the ground floor of the business now.

He also suggested that they provide their home freezer salesmen with special incentive commissions to compensate for the more difficult and time consuming job they have to do.

"You can go over every service that modern appliances now provide in the home and you will find that they were a basic improvement on a problem that has been familiar to the housewife for ages," Mr. Smith declared.

"These modern appliances were offered to sympathetic and understanding buyers. This is not true of the home freezer.

"No woman has awakened in the middle of the night and said, 'If I only had a home freezer, my work would be easier, it would cost less money to feed my family, I would have better food, more leisure time, and better health.'

"The sales that are being made daily are to the educated buyers who set the pace for the rest of the nation."

At the present time, "it looks like a stampede and that all you would have to do is take out a franchise, hang out a shingle, and call in a policeman to keep the customers in line and bank the profits," he said.

"It isn't that simple. We have been experimenting with several sized communities where we have provided home freezers in any quantity that could be successfully sold. This was done to discover the depth of the market. It has been surprising to us how quickly the thin market is sold and real promotion starts."

"A large department store in New York had a solid carload of freezers. These were advertised in the newspapers for immediate delivery and the carload lasted them over 30 days," Mr. Smith related.

Describing the advantages of home freezing, Mr. Smith continued:

"Now let's discuss for a moment what a home freezer will do for the American family. Reduced to the shortest statement possible and yet be all inclusive it would read like this: 'With a home freezer you have a greater variety of food, larger quantities of food, better quality of food in your home—ready to serve at any time at lower cost.'

"In discussing greater quantity of food, home freezers do something for your peace of mind, give you a feeling of independence, and self-sufficiency that you have never felt before.

"You shop less often, only when it is convenient, on nice days. Home freezing is twice as easy and twice as fast as home canning, and don't forget that 86% of the American homes preserve food either by canning, preserving, or freezing.

ELIMINATES SEASONAL FOODS

"You buy at lower cost because you buy in quantity. You buy ice cream 10 quarts at a time, fruits by the bushel, berries by the crate.

"It takes the season out of all seasonal foods, strawberries in December, a spring chicken in the fall. You can have them all the year around because you have a larger quantity of food available.

"In discussing better quality of food, there comes a time in the life of a strawberry, a pea, a chicken, or almost anything else that grows, swims, flies, or walks, when it is at the peak of quality, in flavor, in color, and in nutritional value.

"Home freezing enables you to capture this goodness in its prime, to hold it until you are ready to eat it with all the appetite appeal that nature put into it.

"Frozen foods taste better. Freezing holds the goodness and doesn't change the flavor of food. Vitamins are also retained, thereby adding to nutrition as well as to the joy of eating, and last, these foods are in your home ready to serve at any time.

"The unexpected guest—the holiday feast—the birthday parties—you can do all your cooking and baking in advance and have them ready at a moment's notice with all their freshness and flavor at their peak, and best of all—at lower cost.

"At the present time the sales story that you receive in 99 out of 100 dealers' places of business is pathetic. They not only know nothing about the product and its features, but they understand less about its use in the home. Today the home freezer is not being sold, it is being purchased by an educated consumer.

"During 1930 and 1931, I had 10 retail stores in Detroit with 192 retail salesmen. These men were required to canvass 25 homes per day and make a presentation on domestic refrigerators. Their work required many call backs in the evening to get the husband and wife together before a sale could be made.

"The home freezer puts us right back to those days of intense specialty selling. A home freezer cannot be sold until the husband and wife are in accord with the purchase.

"To a high degree, this requires a double selling job because the wife will not even discuss the problem with her husband until she is sold to the point that she will make a real sacrifice to own and enjoy a home freezer."

DEAD DISPLAYS DON'T SELL

Mr. Smith noted that most home freezers on showroom floors stand idle without food and out of operation. He declared that a successful demonstration cannot be made on the store floor unless the machine is filled with the various foods which can be frozen. He asserted that no one can resist a live demonstration and no one can disbelieve that which he can see.

Taking up the subject of sales commissions, he said:

"Practically all the major appliances are so well accepted by the public today that sales commissions for store selling are fairly low. We used to pay 15% to the retail salesman for selling a refrigerator. Today the average commission is around 5%.

"In department stores, furniture stores, and major specialty dealers, there are enough customers that walk into the store so that the salesman does very well on the basis of a salary and a small commission.

"However, this salesman is not stupid. He knows that he can sell a refrigerator today, and probably will for some time to come, in a comparatively short time, possibly 10 or 15 minutes at the most.

"He doesn't have to sell the need for an electrical refrigerator; he doesn't have to sell the use values. Today he merely sells the brand, the features, and the price.

MORE WORK, MORE PAY

"With home freezers, he has to give a full demonstration which requires many times the sales effort required for a refrigerator, washing machine, vacuum cleaner, or any of the present appliances. Unless the commission on home freezers is larger than on these other products, you will find him passing up prospects on home freezers to get at the easy ones. This is particularly true of department stores."

On a $400 home freezer at 40% discount, the dealer receives $160 gross margin, but only when it is sold, Mr. Smith emphasized.

If the salesman is not paid enough money to learn to sell home freezers and to spend the time required to give a demonstration, together with evening call back in the prospect's home, this gross margin will never be realized by the dealer, he warned.

Advising the dealers to let their customers and the general public know they are active in the home freezer business, Mr. Smith forecast that as the program of mass education on the product grows, their stores would become known as headquarters for home freezers.

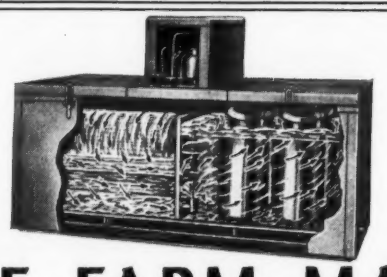
Specialty dealers pioneered in the appliance and radio fields, he said, and the percentage of industry sales on these items by late-comer large merchandising outlets has remained low for this reason. You cannot change the buying habits of people easily, he stated.

"Get in the home freezer business now," he urged. "Aggressively promote it and look forward to many years of volume sales."

WILSON SELF-CONTAINED AUTOMATIC HIGH WATER LEVEL ZERO-FLOW

STOPS MILK SPOILAGE

COOLS THE DANGER ZONE FAST



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Packaged-Unit Milk Cooler
Sizes from 4- to 24-can capacity

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Guards your reputation, for dampness in tubing means certain product failure. 'Superior' is dehydrated.
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Guards the service of your products through uniform wall thickness.

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GUARDS YOUR PROFITS

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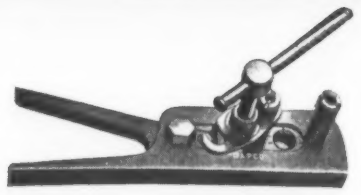
PENN TUBING IS "SUPERIOR"

BOOTH #1210 ALL INDUSTRY SHOW
see you in Cleveland OCT. 29 - NOV. 1, 1946



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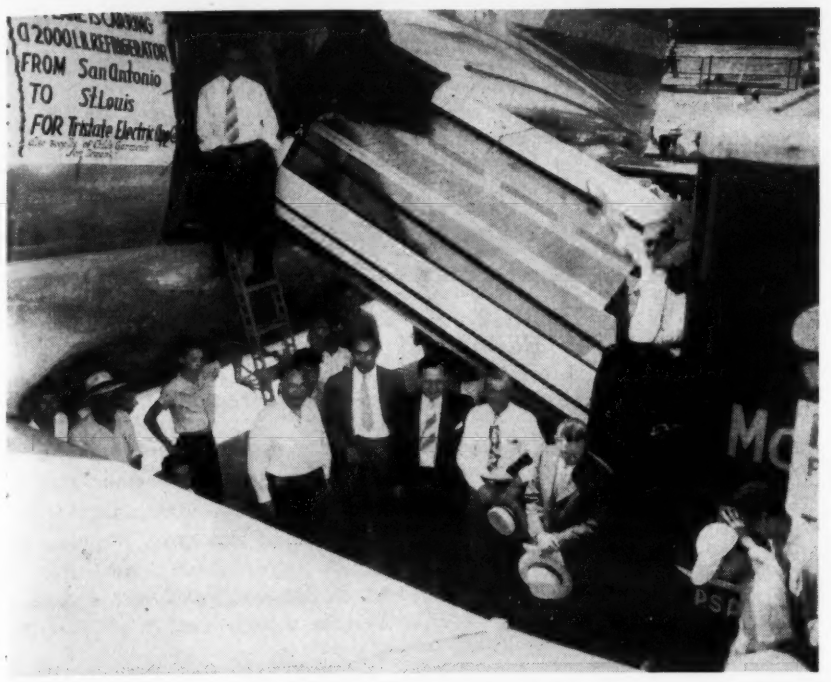
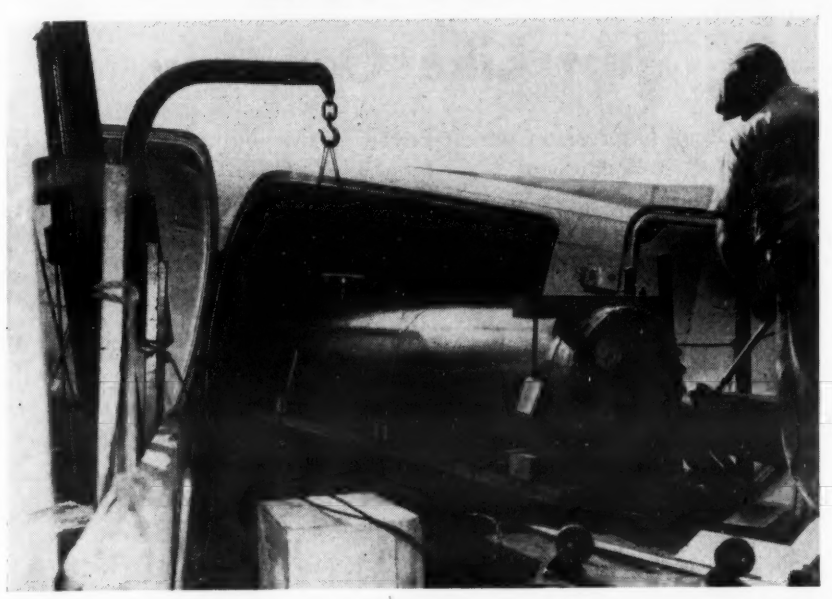
Cooling Equipment Takes to the Airways



A 10-ft. Friedrich meat display counter is loaded on a Slick Airways cargo plane at San Antonio, Texas, for delivery to the Tri-State Electric Appliance Co., in St. Louis.



A vital part of a fruit pre-cooling plant is hoisted aboard an air-freight carrier of the Flying Tiger Line at Newark, N. J., for overnight shipment to the El Modena Citrus plant, Orange, Calif. The prompt arrival of this horizontal shell and tube brine cooler, 18 ft. long and weighing over 3 tons, saved citrus growers considerable quantities of fruit.

Noma to Use Newly-Absorbed Pollak's Facilities To Augment Production of Refrigeration Corp.

NEW YORK CITY—Noma Electric Corp. has absorbed the Pollak Mfg. Co. and will use the Pollak facilities to augment production of Refrigeration Corp. of America's freezer equipment, bacteriological cabinets, refrigerated candy cabinets, and air conditioning units, and Estate cooking and heating appliances.

The merger has been approved by directors of both companies and will be effected through an exchange of stock on the basis of two shares of Noma stock for three shares of Pollak common stock.

Stockholders of both companies will meet on Aug. 28 to vote on the agreement, it was announced.

To cover the transaction, Noma will issue 80,000 shares of common stock, running its total of outstanding stock to 599,154 shares, it was reported.

As the Pollak firm operates six plants at Arlington, Kearny, East Newark, and Newark in New Jersey, contemplated expansions of several Noma plants becomes unnecessary, Mr. Sadacca declared. The Pollak plants are completely equipped to manufacture large and small electrical goods, metal products, screw machine parts and tools and dies.

In addition to the refrigeration products that would be transferred to these plants, Mr. Sadacci plans to transfer to them the manufacture of Noma's convection heaters which are sold through the firm's air conditioning sales division.

Jennings Refrigeration Co. Prepares to Move Into $125,000 Building Sept. 1

LOS ANGELES — The Jennings Refrigeration Co. will move into its new $125,000 building at 2900 E. Olympic Blvd. here on Sept. 1, Laurence K. Brink, general manager of the firm, has announced.

Especially designed and constructed to display refrigeration equipment, the 1½ story building is constructed of reinforced steel and concrete.

A glass-faced display room extends across the 75 ft. frontage. Together with the general office, it will be completely air conditioned by an Airtopia (reverse cycle) air conditioning system, Mr. Brink declared.

Ample storage facilities, a parts stock room, and a shop service department are also included in the building. In addition, the property contains a 75 x 130 ft. paved yard.

The Jennings organization is an authorized Frigidaire dealer and does complete contracting and servicing in both ammonia and "Freon" refrigeration equipment, according to Mr. Brink.

Mr. Jennings has been in the refrigeration industry since 1918 and has operated his own service shop for the past 15 years, Mr. Brink said.

Mr. Brink has been secretary-manager of the local Refrigeration Contractors Association for the past year and was active in the formation of the National Association of Refrigeration Contractors.

Berkeley Firm Moves to Oakland

OAKLAND, Calif.—Aetna Refrigeration and Air Conditioning Co. has moved from Berkeley to 4238 Broadway, here, according to John Jeffrey, owner. Mr. Jeffrey also announced that he has acquired the Chrysler-Airtemp franchise for Alameda and Contra Costa counties.

Sterling Electric Starts $600,000 Modernization

LOS ANGELES—A $600,000 plant modernization program is now being carried out by Sterling Electric Motors, Inc. here in anticipation of a material increase in production, Carl E. Johnson, president, reported.

The program includes the addition of a 22,000 sq. ft. unit to the present three acre plant and re-equipping the shop with the latest high speed production machinery, conveyor belts, manifold casting machines, and bake ovens, Mr. Johnson said.

Blakeman Succeeds Pettibone At United Refrigerator Co.

CONNELLSVILLE, Pa. — Harry Blakeman, former comptroller at the local plant of United Refrigerator Mfg. Co. has succeeded Earl M. Pettibone, resigned, as executive vice president in charge of the plant.

At the same time, United's president J. F. Ganley announced that the company has acquired complete control of the plant.

The Connellsville plant specializes in production of United's new line of reach-in units and display cases.

AIR CONDITIONING and REFRIGERATION

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PARTS TOOLS SUPPLIES and SHOP EQUIPMENT

FAST — EFFICIENT NATION-WIDE MAIL ORDER SERVICE

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TROUBLE-FREE OPERATION

Because of the "Prime Surface" (no intermediate factor between the refrigerant and the contact surface of the plate) of Stangard Cold Plates, highest refrigeration efficiency is achieved, reducing such locker plant troubles as excessive power costs and dehydration to a minimum. The smooth surface of the plate permits easy brushing off of the accumulated frost, making plant shutdowns for defrosting unnecessary.

Whether for locker plants, display cases, food counters, soda fountains, trucks, liquid coolers, ice cream cabinets, farm milk coolers, farm freeze cabinets, frosted food refrigerators, beverage coolers, rivet chillers and low temperature test rooms, install Stangard Prime Surface Cold Plates and see how easy it is to have *trouble-free operation!*

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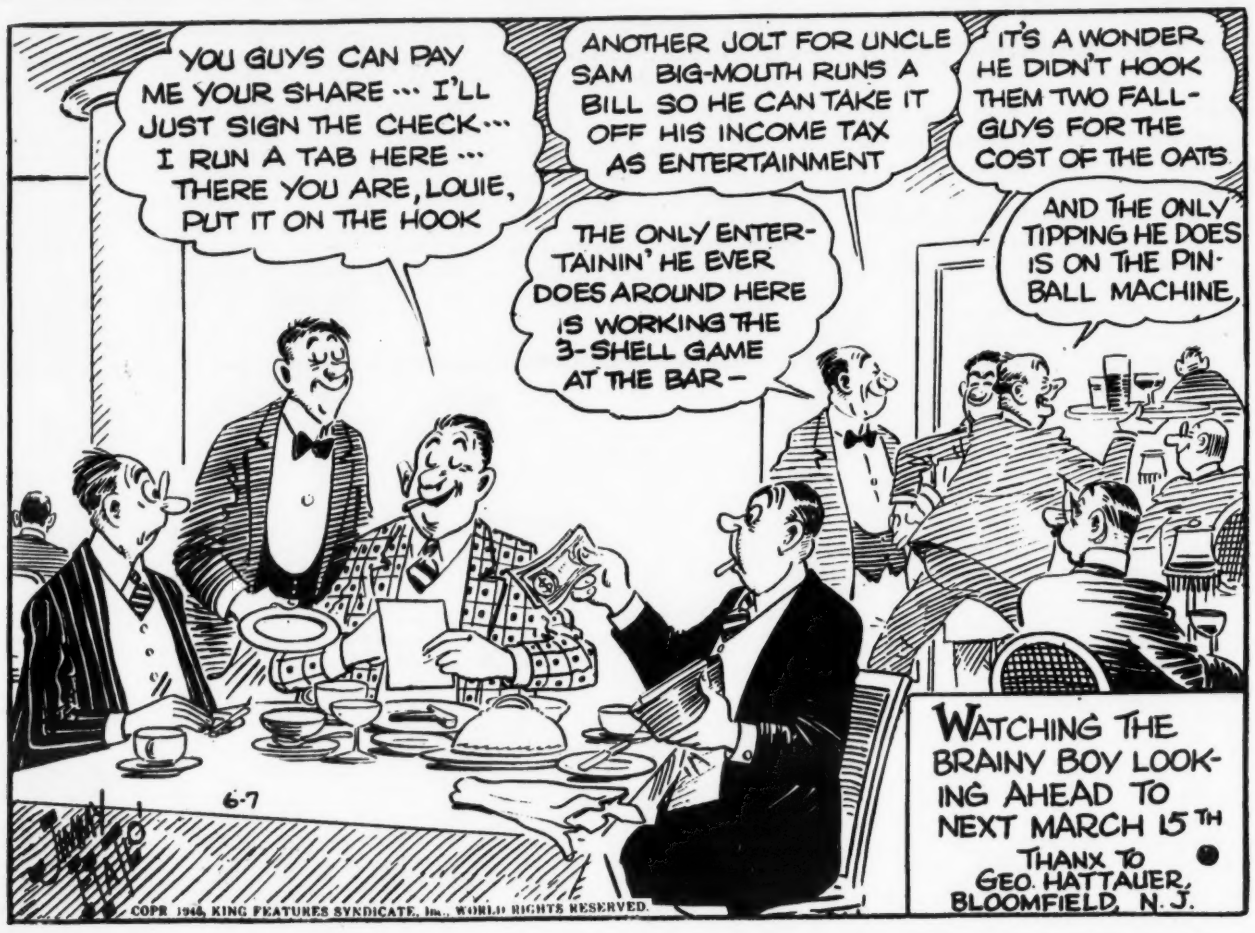
LITTLE "STAN," THE STANGARD MAN!

STANGARD PRIME SURFACE COLD PLATES

STANGARD KNOWS REFRIGERATION

They'll Do It Every Time . . . . By Jimmy Hatlo


YOU GUYS CAN PAY ME YOUR SHARE ··· I'LL JUST SIGN THE CHECK··· I RUN A TAB HERE ··· THERE YOU ARE, LOUIE, PUT IT ON THE HOOK
ANOTHER JOLT FOR UNCLE SAM BIG-MOUTH RUNS A BILL SO HE CAN TAKE IT OFF HIS INCOME TAX AS ENTERTAINMENT
IT'S A WONDER HE DIDN'T HOOK THEM TWO FALL-GUYS FOR THE COST OF THE OATS
THE ONLY ENTER-TAININ' HE EVER DOES AROUND HERE IS WORKING THE 3-SHELL GAME AT THE BAR—
AND THE ONLY TIPPING HE DOES IS ON THE PIN-BALL MACHINE
WATCHING THE BRAINY BOY LOOK-ING AHEAD TO NEXT MARCH 15TH
THANX TO GEO. HATTAUER, BLOOMFIELD, N. J.
6-7
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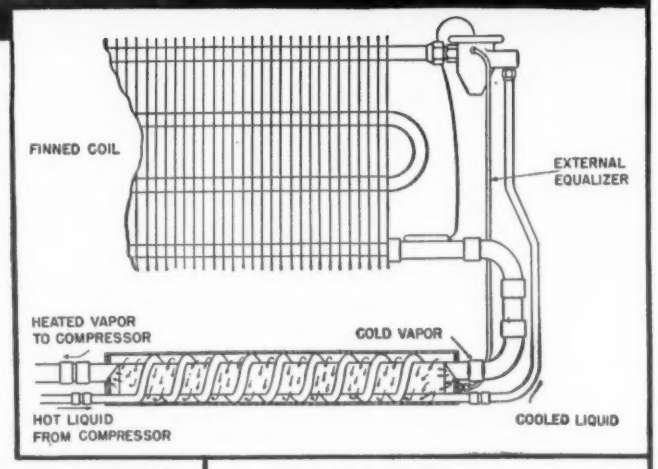
. . . prevent sweating and frosting of suction lines, as well as oil slugging, and bring "on-the-line" jobs within the normal cycle range.



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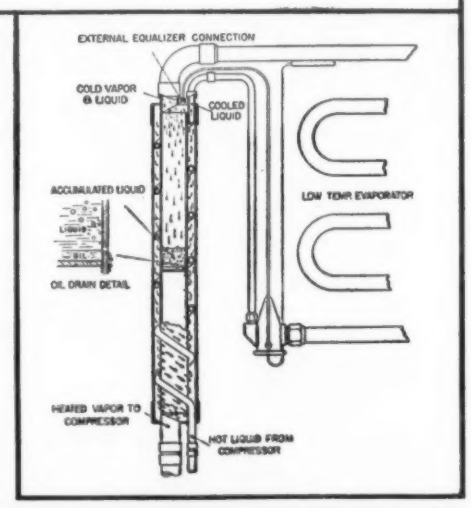

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Just Like Germany

THE Great Depression which began in the winter of 1929 seems to have left a permanent scar upon a great many Americans. It has colored their thinking about "economic reforms." One of our correspondents, for example, writes that he worked for $7 a week in 1934; whereas, now, he's getting $60. To his mind, that fact "proves that Roosevelt was right."

Those greenbacks feel good in his pocket. But what will they buy today? In 1934, a dollar could be exchanged for at least three times as much goods as it can today. Furthermore, the United States had a national debt of less than twenty-five billions of dollars then, as against two hundred sixty-five billions now. The only possible way in which that astronomical debt can be amortized is through further inflation. And this means that our friend's dollar will buy even less in the future.

Furthermore . . . when this man worked for $7 a week, he at least had a reasonable life expectancy. With average luck, he and his loved ones could look forward to the Biblical three-score-years-and-ten lifetime. What's his life expectancy now, since the advent of the atomic bomb, and with Russia and our country at loggerheads even before the books have been closed on World War II?

His argument that he has more inflated dollar bills in his pockets because of Roosevelt and the New Deal is a frightening reminder of the way German middle-class folk talked to us during 1936. (Incidentally, our editorial crusade against Almighty Government and The Planned Economy began upon our return from Germany 10 years ago. That's where we saw The Planned Economy in action, and we didn't like it.)

"Yah," they would say, "Hitler may be no goot, in some vays. But ve vork every day. Ve haff more marks and pfennigs in der paycheck. Ve eat, and ve have hope."

Hitler put the German people to work. Through the machinations of his "planned economy" the bulk of his adherents enjoyed a short-lived species of "security." But . . . how would you like to be a citizen of Germany today (supposing you were still alive)?

In the 1920's the Germans suffered one of the worst depressions in the history of all civilized nations. A glamorous spellbinder, who promised them work and glory, lifted them by the bootstraps by creating an armament business, by printing "funny money," and by borrowing credits which he knew never could be paid back.

To prevent economic collapse, Hitler and his "funny money" boys had to set up all the trappings of a "planned economy." Rationing, price control, allocation of materials—all the phenomena of the totalitarian state which we in America have recently adopted—kept the "funny money" from collapsing. Then . . . having acquired their absolute power, it went to their heads. Power always corrupts, and absolute power corrupts absolutely. Q.E.D. So, the power-mad Germans set out to conquer the world. Look where they are now!

So help us, we're heading in the same direction. The drift has been checked somewhat, because the glamorous American leader is no longer with us. But the something-for-nothing philosophy, the my-paycheck-is-bigger-so-nuts-to-everything-else fallacy, which he implanted, is still gnawing at the guts of the country.

Depressions aren't fun. But neither are wars.

In all history demagogues have sought to solve depressions by borrowing and by stealing. When the time comes for them to make good on their debts, and when they can't steal any more from their own citizens, they try to steal from citizens of other nations. This, of course, means war.

War leads to more debt, more borrowing, more inflation, and more curtailment of civil liberties.

Unless we do our best to extricate ourselves from this vicious cycle, Western civilization is doomed as surely as the Incan, Babylonian, Carthaginian, and Roman civilizations.

All debts must be paid, eventually.

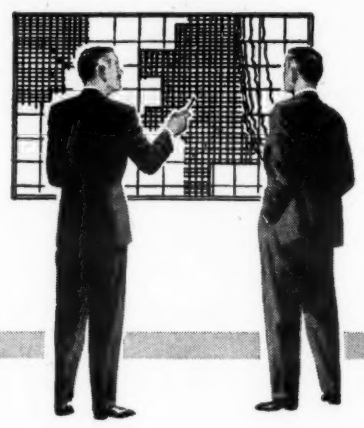
HOW STRONG IS YOUR DEALER SET-UP?

→ DO YOU HAVE ENOUGH DEALERS?

→ DO YOU HAVE THE RIGHT KIND OF DEALERS?

→ ARE THEY IN THE RIGHT PLACES?

→ WHAT DO THEY THINK OF YOU?



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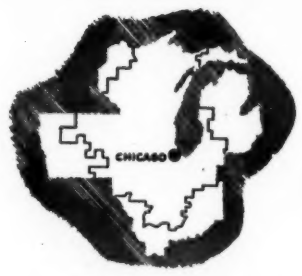
DURABLE GOODS STUDY



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Is your appliance new in this market? With this Study and Sales Plan you can determine the best dealer points for minimum distribution and representative distribution.

To get the information that will help you, we interviewed 2,049 dealers in Chicago and suburbs and in 91 other cities in 5 states . . . 21 sales areas in all.

Important as it is, the dealer survey is only a part of the entire study. We asked 10,850 families, through personal interviews, all about their appliances, their intended purchases, and in what type of outlet they would be made. In all, we have compiled information based upon *two million* answers —answers that can have important effect on *your* success in the Greater Chicago market.

We'll be happy to place the Sales Plan and Durable Goods Study in your hands. Write today to C. S. Benham, Manager, National Advertising, Chicago Tribune, Tribune Tower, Chicago 11, Illinois.

• • •

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OPA Amends Order On Wholesale Prices For Laundromat

MANSFIELD, Ohio — An amendment pertaining to wholesale prices of Westinghouse Electric Corp.'s Model B-3-46 Laundromat was issued recently by OPA.

Actual prices of the automatic washing machine were not altered by the revision.

Amendment 1 changed paragraph (a) (1) of Revised Order 35, RMPR 86, to read as follows.

"(1) For sales by distributors to dealers the ceiling prices are those set forth below:

Quantities:	Ceiling Price (Each)
1 or 2 units	$123.98
3 to 5 units	121.13
6 or more units	118.23

"These ceiling prices include the charge for the five year warranty and are f.o.b. seller's warehouse. In all other respects they are subject to each seller's customary terms, discounts, allowances and other price differentials in effect on sales of similar articles."

Ricol Co. Desires to Sell Major Appliances In Texas

FORT WORTH, Tex.—The Ricol Co., with a general office and salesroom here, a sales and display room in the Santa Fe Building, Dallas, Tex., is expanding its efforts and is interested in major appliances for any section of Texas that is available, it was learned here.

New Ceiling Prices Set for 18 Models of Hotpoint, G-E Electric Water Heaters

CHICAGO — Revised maximum prices on 18 models of electric water heaters manufactured here by Edison General Electric (Hotpoint) Appliance Co. and the General Electric Co. were set forth in OPA Rev. SO 119 to Order 299.

Maximum net delivered prices to consumers, excluding federal excise tax, were set at the following levels:

* * *

Edison General Electric Appliance Co., Inc. Model Nos.	General Electric Co. Model Nos.	For Heaters Supplied with Standard Wattage	For Heaters Supplied with Nonstandard Wattage
201WG144	G101A—10-gal. electric water heater	$ 61.84	$ 61.75
101WG336	G309A—30-gal. electric water heater	90.69	90.56
561WG340	G301B—30-gal. electric water heater	72.56	72.56
502WG342	G302A—30-gal. electric water heater	93.32	93.19
501WG442	G401A—40-gal. electric water heater	95.74	95.60
502WG442	G402A—40-gal. electric water heater	101.20	101.05
501WG542	G521A—52-gal. electric water heater	103.26	103.22
502WG542	G522A—52-gal. electric water heater	108.83	108.67
501WG842	G861A—86-gal. electric water heater	139.11	138.92
502WG842	G862A—86-gal. electric water heater	146.71	146.50
501WM342	M30-1A5—30-gal. monel electric water heater	131.23	131.02
502WM342	M30-2A5—30-gal. monel electric water heater	138.82	138.61
501WM442	M40-1A5—40-gal. monel electric water heater	149.12	148.89
502WM442	M40-2A5—40-gal. monel electric water heater	156.71	156.47
501WM542	M50-1A5—52-gal. monel electric water heater	175.99	175.72
502WM542	M50-2A5—52-gal. monel electric water heater	185.03	184.74
401WM842	M86-1A5—86-gal. monel electric water heater	286.44	286.00
402WM842	M86-2A5—86-gal. monel electric water heater	299.25	298.79

* * *

For sales to "servicing" dealers, these models supplied with standard or nonstandard wattage are authorized to sell for not more than:

* * *

Edison General Electric Appliance Co., Inc. Model Nos.	General Electric Co. Model Nos.	1 to 4 Heaters Inclusive, Supplied with Standard Wattage	5 or More Heaters Supplied with Standard Wattage	1 to 4 Heaters Inclusive, Supplied with Nonstandard Wattage	5 or More Heaters Supplied with Nonstandard Wattage
201WG144	G101A	$ 42.62	$ 38.77	$ 42.74	$ 38.89
101WG336	G309A	62.44	56.79	62.61	56.96
561WG340	G301B	50.06	45.51	50.19	45.64
502WG342	G302A	64.23	58.41	64.40	58.58
501WG442	G401A	65.85	59.88	66.03	60.06
502WG442	G402A	69.59	63.28	69.78	63.47
501WG542	G521A	71.13	64.68	71.32	64.87
502WG542	G522A	74.88	68.09	75.08	68.29
501WG842	G861A	95.71	87.02	95.96	87.27
502WG842	G862A	100.93	91.78	101.19	92.04
501WM342	M30-1A5	90.46	82.29	90.72	82.55
502WM342	M30-2A5	95.69	87.04	95.97	87.32
501WM442	M40-1A5	102.72	93.43	103.02	93.73
502WM442	M40-2A5	107.96	98.20	108.27	98.51
501WM542	M50-1A5	121.29	110.32	121.64	110.67
502WM542	M50-2A5	127.25	115.74	127.62	116.11
401WM842	M86-1A5	197.17	179.36	197.74	179.93
402WM842	M86-2A5	206.12	187.50	206.72	188.10

* * *

The above prices are f.o.b. point of shipment, except when such shipment is made directly by Edison G-E or by the General Electric Co. to the dealer when the above prices are f.o.b. dealer's city.

Maximum net delivered prices for sales to distributors in carload quantities by any person of the following models supplied with standard wattage are:

Edison General Electric Appliance Co., Inc., Model Nos.	General Electric Co., Model Nos.	Price
201WG144	G101A	$ 32.98
101WG336	G309A	48.30
561WG340	G301B	38.70
502WG342	G302A	49.68
501WG442	G401A	50.92
502WG442	G402A	53.82
501WG542	G521A	55.00
502WG542	G522A	57.91
501WG842	G861A	74.00
502WG842	G862A	78.05
501WM342	M30-1A5	70.03
502WM342	M30-2A5	74.08
501WM442	M40-1A5	79.50
502WM442	M40-2A5	83.56
501WM542	M50-1A5	93.87
502WM542	M50-2A5	98.49
401WM842	M86-1A5	152.65
402WM842	M86-2A5	159.58

For electric water heaters supplied with nonstandard wattage, the OPA maximum prices for sales to distributors in carload quantities are, as follows:

General Electric Co. Model Nos.:		General Electric Co. Model Nos.:	
G-101A	$33.90	M30-1A5	$ 72.06
G-309A	49.60	M30-2A5	76.24
G-301B	39.71	M40-1A5	81.80
G-302A	51.01	M40-2A5	85.97
G-401A	52.27	M50-1A5	96.58
G-402A	55.26	M50-2A5	101.34
G-521A	56.46	M86-1A5	157.09
G-522A	59.45		
G-862A	80.11		

Maximum net delivered prices for sales to distributors in less than carload lots are the prices specified previously plus 3%.

On an installed basis, the maximum prices are to be determined in accordance with the provisions of RMPR 251, OPA said.

Bauer & Sons Opens New Business Block

UTICA, N. Y.—George Bauer & Sons, wholesale hardware and electrical appliance firm, has opened a new business block—salesroom, office and warehouse—at 2336 West Whitesboro.

The plant is claimed to be one of the most complete of its kind in central New York. The business is conducted wholly by George Bauer, president, and his family. Robert and Henry Bauer are vice presidents of the firm and Mrs. Bauer is secretary and treasurer. More than 150 of the firm's dealers from the Canadian border to Pennsylvania attended the formal opening.

New Manufacturer

W. C. STEVENS
President, Stevens Mfg. Co.

* * *

Stevens Starts Production Of Appliance Thermostats

MANSFIELD, Ohio—Formation of the Stevens Mfg. Co. to engage in the design, manufacture and sale of electrical appliance and industrial thermostats is announced by W C. Stevens, president.

The company's plant is in Mansfield and sales offices are in the Richland Trust Building of that city. Large scale production is now under way on several thermostat models for ironers, water tanks, radios, sterilizers, etc., according to Mr. Stevens. Other models will be announced in the near future.

Prior to organizing his own company, Mr. Stevens, a graduate of Georgia Tech, was affiliated with the Westinghouse Electric Corp. for 21 years.

CPA Approves Construction Of Mission Appliance Factory

LOS ANGELES—C.P.A. approval has been obtained for construction of a one-story and mezzanine floor factory building at Crenshaw and El Segundo Blvds., Los Angeles, for the Mission Appliance Corp. of 210 West Seventh St., Los Angeles.

The steel and concrete building will be a huge structure 800 ft. long and 150 ft. wide, and will cost $570,000.

BEHIND THE SCENE

there's a Torrington Air Impeller

Milk cans are cleaned and sterilized by hot water and steam. Torrington Air Impellers draw off the steam and dry the cans after cleaning.

Today's Modern Dairy Equipment Utilizes Forced Air

Mechanization has made modern dairies more efficient and more sanitary. The proper circulation of air has been an important factor in this development.

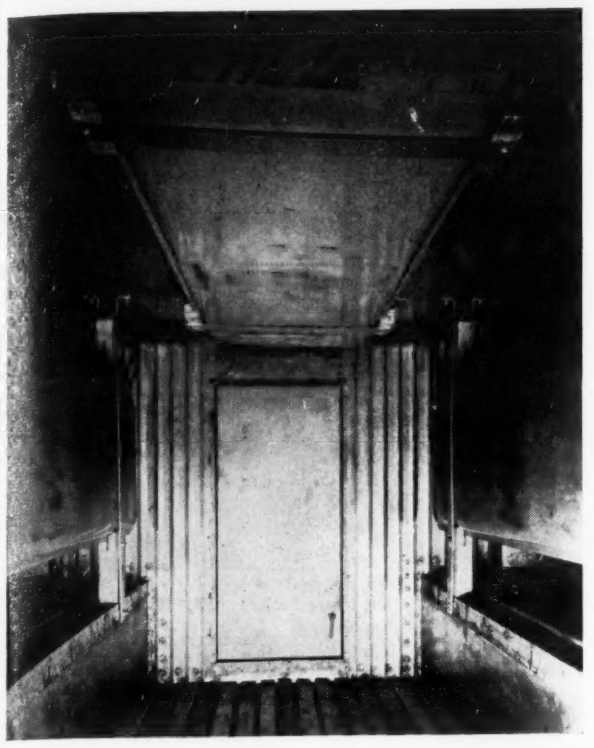
Torrington's design and engineering skill have helped to solve the problems in this field, as in countless others. Whatever your product, we can help you select the proper fan or blower wheel. For further information, write us at 22 Franklin Street.

Paper milk containers are limp and impractical until they're given a sterilizing, hot paraffin bath, then a firming cold air bath—air circulated by Torrington Air Impellers.

THE TORRINGTON
MANUFACTURING COMPANY, TORRINGTON, CONN.

Air Impellers for Every Purpose

Inside Trailer Arrangement



At left is an interior view of one of the Franklin Ice Cream Co.'s eight semi-trailers which use Kold-Hold Hold-Over plates. This view looks straight across the drop center compartment. At the left and right are two of the plates, forming partitions between the front and rear of the trailer. Three others are located on the roof and one at each end of the body.

* * *

Hold-Over Plates In Semi-Trailers Help Kansas City Firm's Ice Cream Deliveries

KANSAS CITY, Mo.—Eight new semi-trailer delivery trucks, each equipped with seven Kold-Hold streamlined Hold-Over evaporator type refrigerator plates, are now being operated by the Franklin Ice Cream Co. here.

The plates, Kold-Hold's model D-805, are capable of maintaining a —18° F. maximum operating temperature for a 1,600 gallon load on each truck, Kold-Hold officials declared.

Compressor units mounted in the truck body for building up hold-over refrigeration can be operated wherever electricity is available. They enable the truck driver to plug into any convenient electrical outlet for overnight cooling, thus removing the necessity of unloading the trucks at night, the manufacturer explained.

Working from the compressor, the hold-over plates are said to maintain controlled refrigeration equal to that afforded by regular holding rooms. At the same time, they build up hold-over refrigeration that permits full daytime hauls without using the compressor unit.

The truck bodies, made by the Herman Body Co. of St. Louis, are divided into three compartments—two end compartments and a drop center compartment.

Two of the hold-over plates serve as partitions with two more at either end of the truck and three located in the roof. This arrangement is reported to give each compartment the cooling benefit of two side plates and a top plate.

The plates are mounted on Kold-Hold designed plate clamps. They leave sufficient space between the top and bottom for free circulation of air and easy maintenance of truck interiors, the manufacturer declared.

Barnard Heads Sales Dept. Of Buffalo Distributorship

BUFFALO — Elliott H. Barnard has been appointed to the newly created position of general sales manager of the Complete Home Improvement & Equipment Co., distributor of home equipment and electrical appliances at 469 Delaware.

Fedders-Quigan Output Reaches All-Time High

BUFFALO—Production at the Fedders-Quigan Corp., manufacturer of refrigeration and air conditioning equipment, has hit the highest level in the factory's history even though a shortage of unskilled workers is keeping it from capacity operations, Vice President Edmund R. Walker has reported.

The plant is currently operating at only slightly more than 50% of its capacity, he stated. The rate of production has surpassed pre-war and wartime levels because substantial increases in the plant's capacity have been made since American entry into the conflict, Mr. Walker said.

In late fall, the firm expects to start operations in a feeder plant at 51 Wilkeson St. here, Mr. Walker declared.

The plant now employs 950 workers and can use 100 more unskilled employes, Mr. Walker asserted. The pre-war employment peak was around 850, he added.

Royal Electric & Appliance Co. Established In Los Angeles

LOS ANGELES—Royal Electric & Appliance Co. is the firm name under which Roy Bishop Williams and Elias A. Lopez have published a certificate that they are conducting business at 6206 Compton Ave.

Alabama Appliance Firm Builds

MONTGOMERY, Ala. — A two-story building is being constructed at 639 South Decatur by J. G. Beale, for the sale of household appliances.

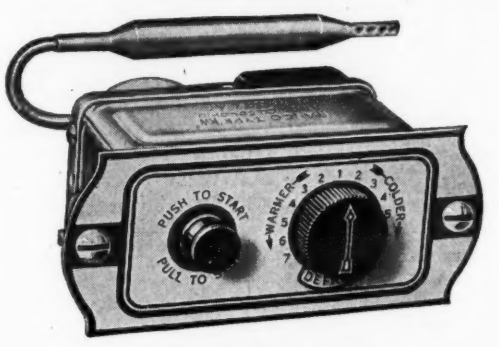
Sale Offers Heating, Air Conditioning Equipment

LOS ANGELES—Air conditioning and heating equipment valued at more than $86,000 is included as part of a 3-million dollar war surplus sale at Port Hueneme, Calif., which began Aug. 12. Non-priority buyers may inspect and purchase the offerings Aug. 26.

Advised by the WAA as the "West Coast's biggest sale at the site," the surplus includes wooden and steel tanks, machine tools, welding rods and equipment, and $342,000 of hose, couplings, and supplies.

Excepting weekends, hours of sale will be from 9:00 a.m. to 4:00 p.m. daily and offers to purchase will be on a "first come-first served" basis. All sales are for cash.

FOR A TOUGH CONTROL JOB
INSTALL A *Ranco*



Type KW
For Exact Replacement

When a rigid, close range temperature must be maintained every minute—hour after hour—regardless of radical external changes—install a Ranco Control. See your Ranco Jobber—examine the materials and workmanship of a Ranco Control—See for yourself what makes Ranco the leader in refrigeration control.

Ranco Inc. COLUMBUS 1, OHIO

Let's talk about Chemistry!

THAWZONE DATA

That a chemical agent is needed in a refrigerating system is not always immediately apparent to the engineer.

The ideal refrigeration unit would have an inert fluid circulating in a system made up of completely inert parts. This is, of course, impossible to realize in practice. The most carefully installed system contains traces of air, moisture, acids and other impurities.

THAWZONE
PATENTED
The PIONEER FLUID DEHYDRANT

In other types of systems, such as aircraft radiators, hydraulic brakes, gasoline, etc., it has been found practical to use inhibitors to correct a situation, rather than to try to reach the ideal state in which corrosion and reactions do not occur. Similarly, in a refrigeration system THAWZONE is used to remove traces of water and air that cause freeze-ups and corrosion.

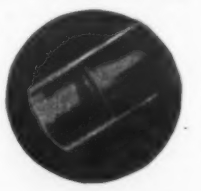
THAWZONE is a practical solution to the problem of impurities which are difficult to prevent or remove by other means. Ten years of constant use have shown that THAWZONE, as an additive agent to refrigeration systems, is eminently practical.

HIGHSIDE CHEMICALS CO.
195 VERONA AVE. NEWARK 4, N. J.

ALSO MAKERS OF
TRACE
REFRIGERANT LEAK DETECTOR

SPECIALISTS...
in precision-made *Formed* Tubes

Copper, Brass, Bronze and Copper-Nickel Alloys in sizes from .015" O.D. to 1" O.D., with wall thickness down to .003". Ready-to-install units to your specifications. Extra long coils of Copper Tube from 300 to 2500 feet in length. Capillary and Restrictor Tubes, Bourdon Tubes, Thermal Expansion Bulbs, Specially Shaped Grid Coils . . . and, of course, Anaconda Dehydrated Copper Refrigeration Tubes with the famous Cup Seal*. * Patent Applied For.



Precision tubes are our business, and we'll be glad to talk about them with you. 49396

ANACONDA *Anaconda Refrigeration Tubes*

FRENCH SMALL TUBE BRANCH OF THE AMERICAN BRASS COMPANY
Subsidiary of Anaconda Copper Mining Company—General Offices: Waterbury 88, Connecticut
In Canada: ANACONDA AMERICAN BRASS LTD., *New Toronto, Ont.*

WAA Offers Surplus Valves, Pipe Fittings For General Sale

WASHINGTON, D. C. — Under a new national sales program the War Assets Administration is offering surplus valves and pipe fittings, which originally cost the government some $100 million, to all classes of purchasers, including priority claimants.

Commercial, industrial, Navy, Maritime, and other special types of valves and pipe fittings are included, but the standard commercial items account for approximately one-third of the inventory, according to WAA. The latter will be sold at fixed prices based on jobbers' current net cost less 40% discount, f.o.b. location. The rest of the inventory will be offered on a sealed bid basis.

All types of valves and fittings are represented. Sales will be conducted by all of the agency's 33 regional offices.

Locker Operators Association Formed In Lancaster County

LANCASTER, Pa. — Organization of the Frozen Food Locker Operators Association of Lancaster County was completed here recently by representatives of 15 locker plants.

Officers elected were B. Edwin Miller, Lancaster, president; R. L. Madiera, Elizabethtown, vice president; D. E. Hoover, Neffsville, secretary; and H. E. Herr, Landisville, treasurer.

3,000,000 Prospects

Rural Electrification Progress Provides New Market for Refrigeration Industry

WASHINGTON, D. C. — Low production of consumer goods during the period of rapid extension of electricity to 3,000,000 farm homes has provided the refrigeration industry with a virtually untouched market for an estimated 300,000 quick freeze and cold storage units, according to William B. Henderson, executive vice president of the Air Conditioning and Refrigerating Machinery Association.

The Association, he said, has just completed a survey of the dairy farm industry which indicates that farmers will spend approximately one billion dollars for new farm and home equipment, a substantial portion of that going for improved dairy farming facilities.

The survey, he declared, placed the immediate market among Rural Electrification Administration subscribers alone at 67,424 quick freeze and cold storage cabinets of 20 to 25-cu. ft. capacity; 13,307 quick freeze and cold storage cabinets of the walk-in type; and 43,471 milk coolers.

About half the country's farms, or approximately 3,000,000 already have electric current and the number will increase rapidly, Mr. Henderson asserted. While the number of farms in the United States has remained fairly stable during the last two decades, the number having electric energy has risen from 10.9% of all farms in 1934 to 44.7% in 1944, he pointed out.

One process which has brought refrigeration into greater demand among dairy farmers is the change in milk marketing methods, he said. Before 1934, only 31% of all milk produced was marketed as whole milk. In 1944, milk marketed as whole milk rose to 54%.

This marked change in the use of milk is not attributed to war conditions or artificial price considerations, he explained. Rather whole milk consumption has increased due to dietetic information, the promotion of milk as food, the higher national income, and the ease of marketing milk in that form, he said.

Trojan Freezer Cabinets Assigned Ceiling Prices

LOS ANGELES — Trojan Home Appliance & Refrigeration Co. here received OPA notification that its 16-cu. ft. frozen food cabinets may be retailed at $610, according to OPA Order 771, MPR 591.

Ceilings to distributors and dealers are $305 and $366, respectively. These prices, said OPA, are f.o.b. point of shipment, and may be increased to cover a maximum of $6 crating charges.

Discounts, allowances, and the rendition of services comparable to those in effect on Oct. 1, 1941, are permitted, according to the order.

Vets Represent Lehigh

THORPE A. MAYES, JR.
Southwest

LEROY M. BISSETT
Pennsylvania

* * *

Lehigh Appoints Three Veterans As Field Representatives

EASTON, Pa.—Thorpe A. Mayes, Jr., Frederick W. Ritter, Jr., and LeRoy M. Bissett have been appointed field representatives for the Refrigeration Division of Lehigh Foundries, Inc., in the southwest territory, the eastern seaboard states, and the Pennsylvania territory, respectively.

Mr. Mayes joined the Lehigh organization in April following five years in the Army. A graduate of Lehigh university, he will cover the southwestern territory comprising Texas, Oklahoma, Arkansas, and Louisiana, headquartering in Dallas.

Following his four years' service with the Marine Corps., Mr. Ritter came to Lehigh, and will take over the district of metropolitan New York and New Jersey, Philadelphia, Delaware, Maryland, and Virginia.

Mr. Bissett, who will cover Pennsylvania (except Philadelphia), western New York, Ohio, and West Virginia, served three years in the Army. He boasts wide experience in industrial merchandising.

FREDERICK W. RITTER, JR.
Eastern Seaboard

Future plans of the condensing unit manufacturer include additional appointments to cover every major distributing area in the country, according to J. C. Miller, general manager of the Lehigh Refrigeration Division.

America's Quality Line of COMMERCIAL REFRIGERATOR HARDWARE

Here's the strongest, most positive automatic trip lock ever devised! That undershot jaw really takes a bulldog grip. Exclusive patented construction permits finger-tip closing . . . assures a maximum air-tight, heat-tight seal. Forged brass lever, extruded brass bolt, stainless steel pin — with pressure-cast zinc alloy casing, all handsomely finished in bright chrome. Adjustable strikes provide wide range of offsets.

HINGES . . . for Lifetime Service

Grand Rapids Brass Company designs its hinges for extra stamina, as well as good looks. Hinges shown are made with exclusive Oilite bronze bushings and stainless steel pins. This combination gives a wear-proof, sag-proof bearing surface . . . self-lubricated for life.

POSTWAR is here to stay . . . at Grand Rapids Brass Company. You can plan right now to standardize . . . for months ahead . . . on these and other products of this organization. You'll get top peacetime quality and engineering. You can depend on prompt, satisfactory deliveries. Our wartime activity has given us new techniques . . . new methods, new engineering "know-how" . . . all of which are reflected in today's products. Items shown on this page, and many others, are available now, in various sizes. We'll be happy to provide full information and quotations. Drop us a line today!

Manufacturing a full line of hardware for commercial refrigerators

Grand Rapids Brass Company

Makers of Dependable Refrigerator Hardware for over 40 Years

Grand Rapids 1, Michigan

You might say the VIRGINIA Refrigeration Equipment Wholesaler is your partner in business. On his shelves for immediate delivery are 4,000 different refrigeration items from more than 200 different manufacturers. He is a good man to know. Ask him about VIRGINIA Refrigerants—

EXTRA DRY ESOTOO (*Liquid Sulfur Dioxide*)

V-METH-L (*Methyl Chloride*)

If you don't already know him, let us introduce you; mail the coupon today.

MAIL THIS COUPON NOW

VIRGINIA SMELTING COMPANY
WEST NORFOLK, VIRGINIA
NEW YORK • BOSTON DETROIT
Distributors of "Freon" Refrigerants 11, 12, 21, 22, 113

VIRGINIA SMELTING COMPANY — Dept. AR-95
WEST NORFOLK, VA.

Gentlemen:

Please give me the name of the VIRGINIA wholesaler nearest me.

Name..... Position.....

Firm.....

City..... Zone..... State.....

ICI Program to Concentrate on Promotion of Automatically Fired Central Heating Systems

DETROIT — The Indoor Climate Institute, which was originally formed three years ago with the motive of spearheading an industry-wide promotion of all phases of residential heating and air conditioning, has now formulated a five-year program to promote automatically fired central heating sales.

This decision and program were discussed at length last week when officers and directors of I.C.I. held an all-day meeting with representatives of trade associations in the heating industry, shelter magazines, and business papers in the Book-Cadillac hotel here.

At this meeting I.C.I. introduced a consumer education booklet which it describes as "the most impartial book ever written about heating." Intended to sell the consumer on the advantages of central heating, especially when automatically fired, the booklet also mentions residential air conditioning, stressing that "it's a definite part of future living, an added comfort you will want eventually."

As another part of its proposed program, I.C.I. has prepared a booklet containing 13 sample advertisements intended for possible use in a national campaign over the I.C.I. name which likewise carry out the theme of automatically fired central heating plants.

Cites NEWS' Founder

First speaker on the program was I.C.I. President T. A. Crawford of Timken Silent Automatic Division, who briefly traced the history of I.C.I. as an outgrowth of earlier organizations. He gave credit to F. M. Cockrell, founder and late publisher of AIR CONDITIONING & REFRIGERATION NEWS, for leading in the formation of the National Air Conditioning Council, the first such national group, in 1939, and interesting P. B. Zimmerman in the movement. This first council was comprised of contractors and dealers, manufacturers being excluded.

Later, said Mr. Crawford, Mr. Zimmerman, long-experienced in industry-wide promotion programs, was instrumental in the formation of the I.C.I. as a national organization "dedicated to the principle of acquainting the buying public, through promotional advertising, booklets, folders, etc., for the purpose of upgrading the domestic heating industry.

"We all will be looking for business in the future, and if I.C.I. can gain the cooperation of the heating industry for a campaign of promotional development, whereby the buying public will be more receptive to 'Greater Indoor Comfort' through the installation of central heating plants and central heating systems automatically fired, a market will be waiting for us when individual manufacturers of heating equipment begin advertising the merits and benefits of their products. The heating industry will, through our program, develop a consumer demand for higher quality installations with greater dollar volume and profit."

The relationship of I.C.I. to the various trade associations in the heating industry is complementary rather than competitive, stressed the next speaker, J. M. McClintock of the Illinois Iron & Bolt Co., a director of I.C.I. who has also been very active in the Stoker Manufacturers Association.

Most trade associations, he emphasized, are devoted to improving business ethics in their particular industry, writing codes, improving engineering practices, working with national and local law bodies on laws and regulations affecting their industry, preparation of promotion programs for that industry, the development of better friendships among competitors, and similar projects.

"The Indoor Climate Institute has established just one thing, and that is to sell the idea of each and every building being equipped with a centrally fired automatic heating plant. And after all these years, considerably better than 50% of the homes in this country still use stoves and space heaters.

"Of those central heating plants now installed, only 10% are using automatic heat, so there are still better than 95% of the homes in the country that are very unsatisfactorily heated. We propose to use every power at our command to improve this condition and will confine our activities strictly to advertise and promote this program," said Mr. McClintock.

In discussing the role of fuel producers—coal, gas, oil, and electricity—in the proposed promotion program for the heating industry, Walter P. Davis, managing director of I.C.I., pointed to the electric refrigerator industry as the prime example of what can be done by industry-wide promotion.

"Only 42% of the dwelling units of the United States have central plant heating," he declared. "Only 10% of the dwelling units of the United States use automatic firing devices with central plant heating. Contrast these figures with that of the electric refrigeration industry, which is better than 65% saturated. When it is realized that the electric refrigeration industry began its cooperative functions in 1926, the need of similar cooperative action on the part of the heating industry is apparent."

Increased consumption of fuel will follow an increase in the number of central heating and automatic firing devices, pointed out Mr. Davis.

'Common Denominator'

R. E. Moore of Bell & Gossett Co., an I.C.I. director, talked at some length on the "common denominator" around which is built the proposed promotional program for the heating industry.

"What we will be doing is to prepare a market for all producers of heating and heating accessory equipment by advertising the consumer benefits through the use of central heating plants, as well as automatic firing devices bringing 'Greater Indoor Comfort!'" declared Mr. Moore.

"Each producer's share of this market will depend on his ability to convert this receptiveness into an actual demand for his particular equipment. It will be exactly like the Better Light-Better Sight campaign.

"Our plan covers a five-year campaign, and we believe that with a common denominator, backed by the heating and the fuel industries, the use of central heating plants will increase 50% (from 32% to 48%). This represents about 5,000,000 installations. Automatic firing devices use will rise to 15% from its present 10%."

Jack Searls of White-Rodgers Electric Co., another I.C.I. director, discussed the importance of local Indoor Climate Councils and outlined present plans of the national group in this respect.

"A common objective is needed just as much locally as it is nationally, and we will hold four or five regional meetings this coming year to be used as spring-boards for local council activity," said Mr. Searls. "Announcement of dates and places will be made at a later date."

Local I.C.I. councils, it is planned, will serve as local promotional groups for the entire local heating organizations. The board of directors of such local councils will have representatives from such local representative bodies as the American Society of Heating & Ventilating Engineers, Master Plumbers, Warm Air and Air Conditioning Association, etc.

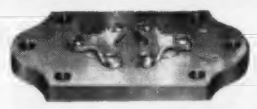
OPPORTUNITY
awaits

A progressive SALES ENGINEER, preferably one having had advertising and sales promotion experience, and an ENGINEER for product application section with a progressive manufacturer of refrigeration and air conditioning equipment. Write giving complete details of education and experience which will qualify your ability.

ACME INDUSTRIES
JACKSON, MICHIGAN

Specify CHICAGO
SHAFT SEALS VALVE PLATES

With Self-Adjusting Sleevelock.



Only Chicago valve plates have replaceable seats.

MODERN DESIGN

CHICAGO SEAL CO.
20 NORTH WACKER DRIVE • CHICAGO 6, ILL.

75 horsepower Century SCH motor provides the power for comfortable air conditioning.

Use Quiet Starting and Operating
CENTURY SCH MOTORS

Because Century type SCH motors are ruggedly built, with accurately machined feet, rigid frame and end bracket construction and carefully balanced rotors, they are remarkably free from vibration. This feature plus unique bearing bumpers, large shafts and smooth diamond bored bearings makes Century compressor motors unusually quiet starting and operating. Their rugged construction assures long satisfactory service.

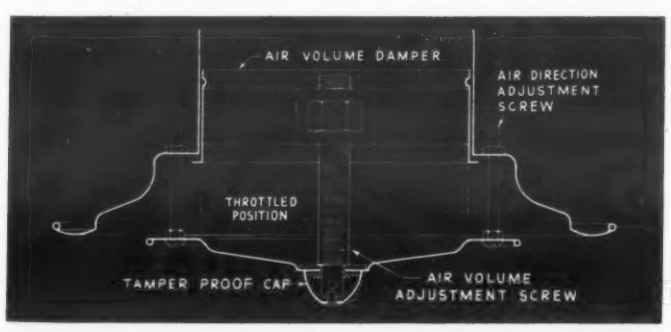
In addition, these motors have the necessary high torque to start against heavy compressor loads and bring them up to speed quickly, but smoothly and quietly.

For refrigeration compressors, pumps, blowers, fans or any similar application, Century builds a wide range of types of motors in sizes from 1/20 to 600 horsepower. There is a Century motor ideally suited for nearly every application. Investigate the many advantages of Century motors on your equipment.

Century C MOTORS

484

CENTURY ELECTRIC COMPANY 1806 Pine St., St. Louis 3, Mo.
Offices and Stock Points in Principal Cities



All the advantages of draftless air diffusion
. . . *plus* FAST SYSTEM BALANCING
AIR PATTERN CONTROL
because Kno-Draft Air Diffusers are adjustable

Volume Damper for fast system balancing regulates the air outlet aperture uniformly without affecting the outlet velocity or diffusion pattern.

Air Direction Adjustment affords any angle of air discharge from vertical to horizontal to accommodate ceiling height, individual, seasonal, or air pattern requirements.

Specify Kno-Draft Diffusers for better mixing control of room and supply air, more uniform temperatures throughout the occupied zone and noiseless, draftless air distribution.

Send for FREE handbook containing sketches charts, dimension prints and instructive text that simplify the selection and installation of air diffusers. For your copy, please write Dept. A1 using your company letterhead.

W. B. CONNOR ENGINEERING CORP.
AIR DIFFUSION AIR PURIFICATION AIR RECOVERY
112 East 32nd Street CONNOR New York 16, N. Y.
IN CANADA: Douglas Engineering Co., Ltd., 1405 Bishop St., Montreal 25, P. Q.

KRACK ENGINEERED
UNIT COOLERS
FIN COILS
AIR CONDITIONING
Refrigeration Appliances, Inc.
923 W. Lake St., Chicago 7, Ill.

PURO ELECTRIC WATER COOLERS
BRANCHES IN PRINCIPAL CITIES
MAIN OFFICE
440 LAFAYETTE ST.
New York 3, N. Y.
PURO FILTER CORP. OF AMERICA
DRINKING WATER SPECIALISTS FOR 40 YEARS.

Bowen REFRIGERATION SUPPLIES, INC.
Atlanta Jacksonville
Tampa Miami Charlotte
"The South's Largest Refrigeration Supply Jobber"

Detroit Grocer's 'Test Installation' Becomes State's First Air Conditioned Super-market

Store Also Experiments With Open Vegetable Case, Prepackaged Meat

By C. Dale Mericle

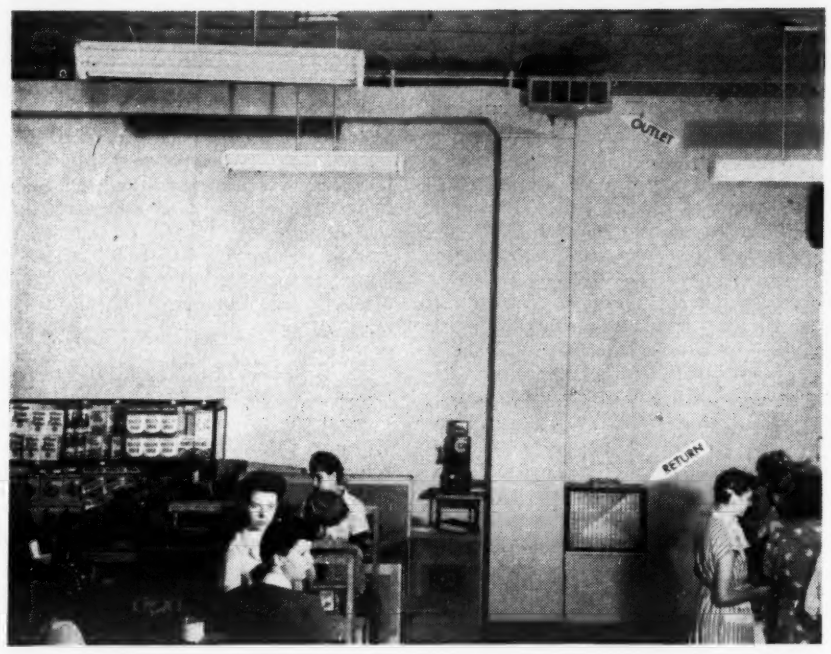
DETROIT — The first air conditioned super-market in Michigan was opened here recently by Phil Lipson, who operates an independent chain of five large markets.

The air conditioning system went in as part of an extensive remodeling program in the Lipson market at 17638 Grand River Ave. which also included the installation of two open-type refrigerated dairy cases, a long refrigerated open vegetable case, and the addition of a second open-type case for frozen foods.

One of the two open dairy cases is being used for sales of prepackaged meat, which are wrapped in the rear of the store.

Climate Control Co., a Chrysler Airtemp dealership here headed by Marvin Kern, installed the air conditioning plant, which is powered by two 5-hp. Airtemp package conditioners located in the basement and connected to ductwork.

The dairy cases and the new frozen food case were supplied by Detroiter Refrigerator Mfg. Co., Hussmann distributor here, while the open vegetable case was fabricated by Mr. Lipson's own staff, using refrigeration equipment that was on hand.



An air outlet, return grille, and ductwork in the air conditioning system installed in a Phil Lipson super-market by Climate Control, Inc., Airtemp dealer, is shown above. A 5-ton package unit is located in the basement directly below the riser and return grilles.

In addition to the refrigerated cases already enumerated, this Lipson market also has three standard type meat display cases, a refrigerated display case for baked goods in the Awrey Bakery section of the market up front, and cold rooms in the rear of the store and in the basement.

Commenting on the air conditioning installation, Mr. Lipson said, "I think the customers and the employes will like the air conditioning very much and I think that air conditioning will attract more trade to the store.

"I can't say yet, however, whether we'll install air conditioning in our four other super-markets or not. We'll have to see how this system works out. I personally think it will be successful, but, of course, it is quite expensive."

Designing and installing the system presented some interesting problems to Climate Control engineers, according to A. J. Brinkman, sales manager, because many of their decisions had to be made without past experience to guide them. Air conditioned super-markets are still comparatively rare.

Then, too, the supply situation being what it is today, substitute materials had to be employed in some instances. For example, there is no galvanized ductwork in this super-market installation. Climate Control was forced to use black iron instead. Standard grilles for the air outlets were not readily available. Rather than wait eight to 12 weeks for these, Climate Control engineers designed their own and had them fabricated in a Detroit plant.

The two 5-hp. conditioners that power this system are located in the basement, one on each side. One machine is about 14 ft. from the front of the basement while the other is about 12 ft. Interior dimensions of the super-market's shopping area measure 70 ft. 9 in. by 44 ft. 10 in. wide.

Set to supply 3,600 c.f.m. of conditioned air to the super-market, the system is designed to maintain a 15° differential between indoor and outdoor temperatures when the outdoor air hits 90° F. A maximum of 150 customers plus 25 employes was estimated in the design calculations, which also had to take into account that the building is located on the east side of the street, which, combined with its flat roof, makes for considerable load due to sun effect.

4 Outlets Each Side

Conditioned air is forced up 24 x 12 in. risers from the package units to ducts which run longitudinally along the 14 ft. high ceiling. There are four air outlets along each side of the market, three (on each side) supplying air to the market proper while the fourth supplies air to the work and storage room at the rear.

First air outlet near the front of the store measures 26 x 8 in. The 17 x 10 in. duct runs back 20 ft. 6 in. to the second outlet measuring 16 x 6 in. The duct is here reduced to 12 x 10 in. and runs 20 ft. 6 in. to the third outlet, also 16 x 6 in., thence the duct is reduced to 8 x 10 in. and continues back approximately 17 ft. to the outlet in the rear of the market which measures 20 x 7 in.

Duct sizes, grille openings, and locations are the same on both sides of the market, except for the first outlet which is 2 ft. farther back on one side.

Air is returned to the conditioners through two 24 x 18 in. grilles connected to 24 x 12 in. ducts which run down beside the main air supply risers at the front of the store. Top of these grilles is 4 ft. above the floor. On one side the grille opening faces across the store, while on the other side the grille faces the front of the market.

Fresh Air Through Doors

In theory, this system is a 100% recirculated air installation, but actually, points out Mr. Brinkman of Climate Control, adequate amounts of fresh air are introduced into the market by the constant traffic through the doors.

Almost half of the conditioned air is discharged through the first two outlets near the front of the store. These outlets each discharge about 700 to 750 c.f.m. while each of the other outlets is rated at 350 c.f.m.

There were at least two reasons

(Concluded on Page 19, Column 1)

This open type dairy case was installed when Phil Lipson remodeled one of his five super-markets in Detroit.

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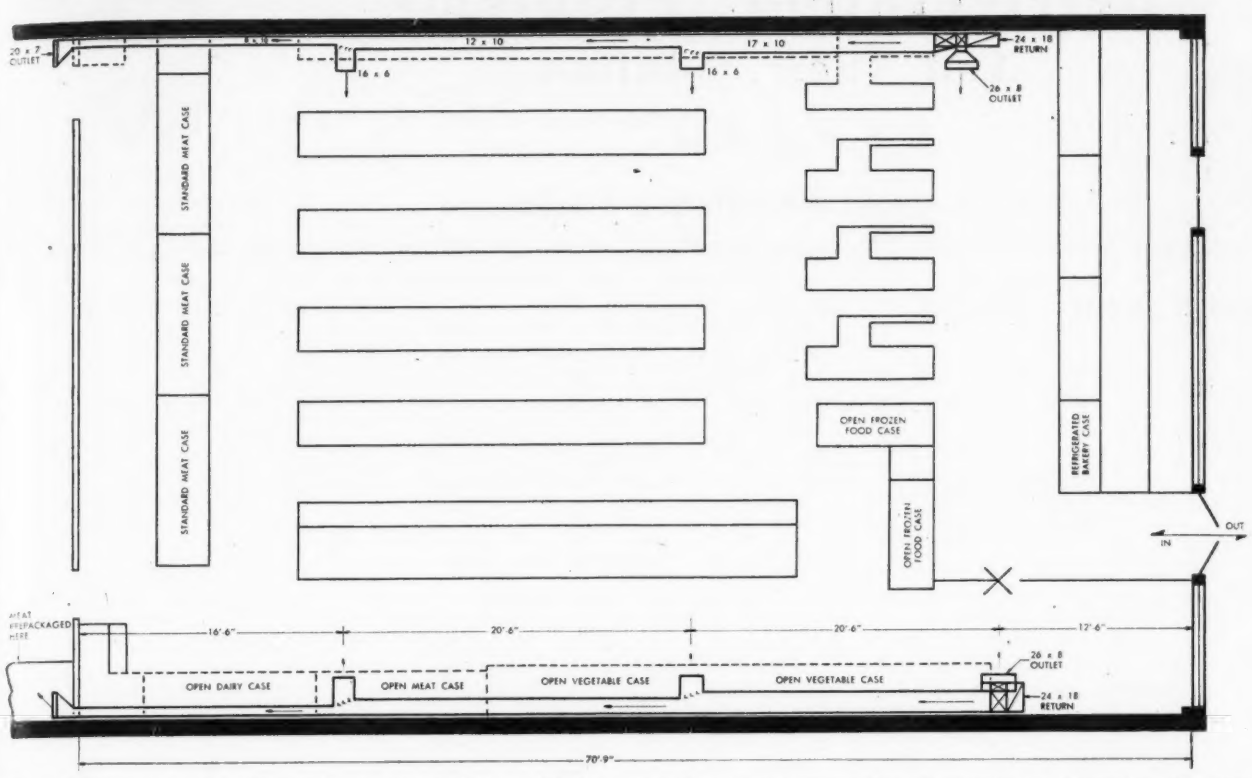
THE WATCHDOG OF THE NATION'S FOOD SUPPLY

Layout Shows Location of Open Food Cases and Air Conditioning Outlets



In addition to being the first super-market in Michigan to have air conditioning, this remodeled market makes extensive use of refrigeration, particularly open-type serve-self units for vegetables, frozen foods, dairy products, and prepackaged meats, as shown in the plan view.

Two 5-ton package units in the basement near the front of the building are connected to ductwork.

Shown above is one of the two 5-ton Airtemp package units supplying conditioned air to the Lipson market.

Larger Outlets at Front of Store Give Air Volume Where Traffic's Heaviest

(Concluded from Page 18, Column 5)

for designing the system this way, according to Mr. Brinkman. Because of the constant opening of the door the load will probably be considerably heavier at the front of the store than at any other place, believe Climate Control engineers.

But possibly more important, to their way of thinking, is the fact that on busy days there are usually long lines of customers waiting to "check out" and pay for their groceries. While these customers are shopping around the store they probably won't notice the heat nearly as much as when they are waiting more or less impatiently in line. The waiting customers should appreciate the extra air conditioning at this point, they contend.

The air discharge grilles are located 8 in. below the ceiling, and the vanes are set to discharge the air downward at an angle of 22° from the ceiling. Each grille has a throw of about 20 ft. Because of the 14 ft. high ceiling, the air is thoroughly mixed before it falls to the level of the customers in the market, according to Mr. Brinkman.

Originally Climate Control had given some consideration to locating the grilles considerably below the ceiling height, but this plan was dropped in favor of placing them at nearly ceiling height.

Draftless Air Discharge

"We know that there will be no drafts with the air discharge arranged this way," averred Mr. Brinkman.

The air conditioning system is thermostatically controlled, adjustable thermostats being located in the air returns at the conditioning units.

Sheet metal layout for the installation was designed by R. Van de Velde while G. H. Clark handled the refrigeration end.

Mr. Lipson, who considers the air conditioning system as something of a test installation, feels the same about the open refrigerated vegetable case and the selling of prepackaged meats. He has no doubts about the open frozen food cases, however. These two cases are located near the front of the store in an L-shaped arrangement. Previously, there had been just the one open case.

"Frozen foods are selling very well from the open cases," declared Mr. Lipson, adding that "the only trouble there is that we can't get enough frozen foods to sell."

The open vegetable case, which was fabricated by Mr. Lipson's staff, is approximately 32 ft. long and is placed along one wall in line with the two new Hussmann open dairy cases. Mr. Lipson is not sure how this will work out.

Too Early For Predictions

"We'll have to wait to find out about the open refrigerated vegetable case," he says. "The vegetables seem to remain fresh longer, but it's too soon to say whether this will be profitable."

He's quite certain that the open dairy cases will prove successful, he admitted, but he says it's much too early to make any predictions about the prepackaged meat sold from the same cases.

These units are along the side wall at the back. Running across the back of the market are three standard type meat display cases.

Prepackaging of meat is done in the rear of the store where such dairy items as cheese and butter are also wrapped and price-tagged.

"It's almost impossible to say how the prepackaged meat experiment will work out," commented Mr. Lipson.

In keeping with the modernization program of the super-market, the store is completely fitted with fluorescent lighting.

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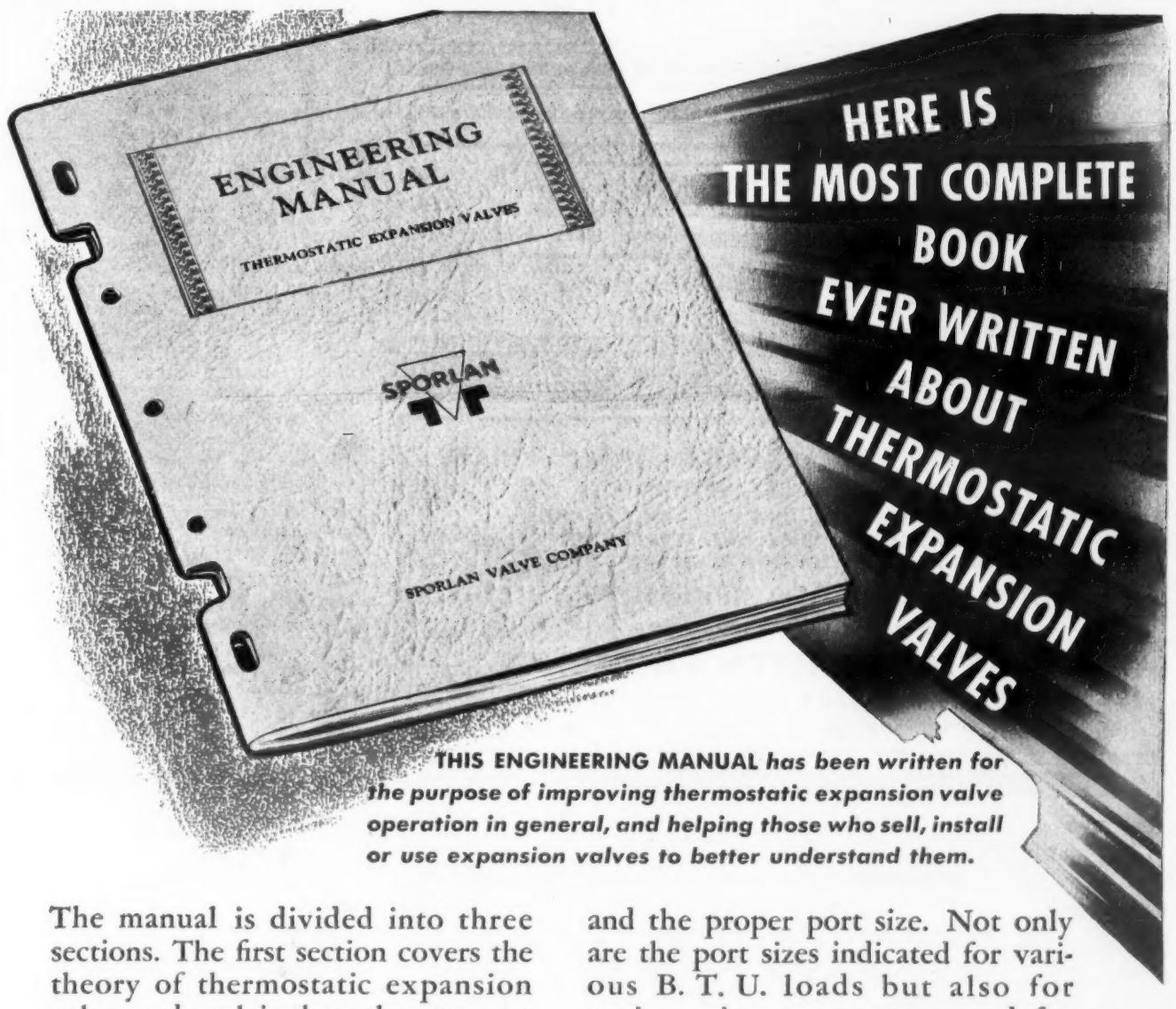
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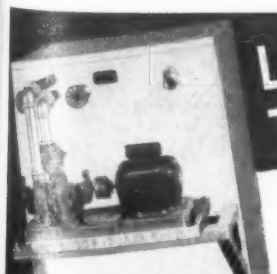

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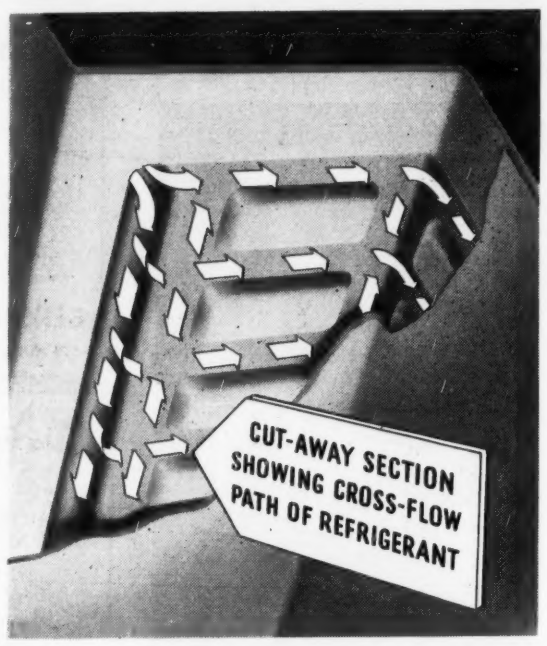

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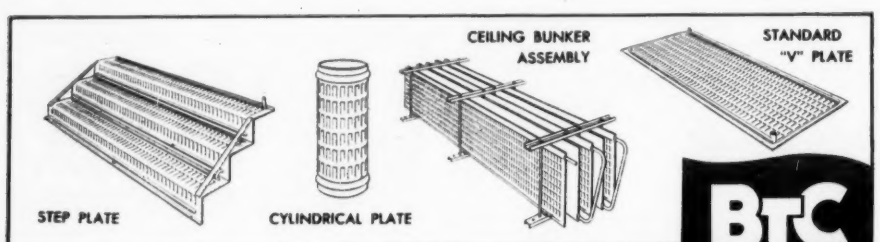

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Refrigeration Problems
And Their Solution

By P. B. Reed

For Service and Installation Engineers

Manager, Refrigeration and Air Conditioning Division, Perfex Corp.

Compressor Noise

Not long ago a new distributor for air conditioning equipment wired the factory to send a new compressor for a 20-hp. "Freon-12" unit that had been installed recently. The factory service manager called the distributor on the telephone and was told that the compressor was noisy and that the customer was demanding that it be quieted before he would pay for the installation.

Said the distributor, "That compressor was noisy from the first. Must be something mighty wrong with it. It hammers so that I'm afraid it's going to fall apart. It's in the basement right under the store and the user can hear it upstairs. You ought to test those things before you send them out here to us. It'll cost us plenty to change it, but we'll have to, for this guy is hollering his head off."

The Service Manager, of course, assured the Distributor that great care was taken in inspecting and testing the equipment before it went out and that maybe there was something on the installation that had caused the compressor to be noisy.

"Don't see how there could be anything wrong here. We added almost 2 gallons of oil. I asked the boys particularly about that and they tell me that there's plenty of oil in it. It shows 'way up in the sight glass in the compressor."

"When is it noisy; at the beginning or the end of the run?" asked the factory man.

HOW IT SOUNDS

"It's noisy all the time, but especially at the start and at the end of the run. For a while after it starts it pounds pretty bad then quiets down some until just before it stops it hammers and vibrates so you'd think it would break or jump off the base."

"Is the expansion valve feeding O.K.? Isn't any liquid coming back, is there? Is the suction line wet?"

"No, I don't think so. It cools all right but is just awful noisy. It's a bad compressor, I'm sure."

"O.K., we'll get our field service man over there. He's not far away."

"You better send a compressor right away by express. We're going to have to shut this one off. Luckily it's pretty cool here now, so they don't need it very badly yet."

The next morning the factory field representative came in, and he and the distributor's man immediately went over to the job.

The installation was in a men's clothing store. The conditioner and the condensing unit were in the basement with ducts leading up into the walls of the floor above. The conditioner was near the middle of the basement with the condensing unit adjacent, with liquid and suction lines only 4 or 5 ft. long.

TYPICAL CONTROL SYSTEM

It was a very simple hook-up. A room thermostat upstairs controlled a solenoid valve in the liquid line just ahead of the thermostatic expansion valve. When the thermostat called for cooling, the solenoid opened, liquid "Freon-12" was fed to the expansion valve and evaporator and the pressure built up to the cut-in point of the pressure control which was in the pilot circuit of the magnetic switch on the condensing unit motor. When the thermostat closed, the solenoid closed, the liquid was cut off until, very shortly afterward, the evaporator was pumped down to the cut-off setting of the pressure control.

TEX BULB MOUNTED WRONG

The factory field service engineer glanced over the job and immediately said,

"There's one thing. The feeler bulb of the expansion valve is taped to the suction line *outside* of the conditioner.

"The expansion valve itself may be on the outside, but the bulb should be inside if possible. That way, the warm air of the basement reduces the control that the bulb has over the valve.

"The bulb should control the valve according to the temperature of the suction line. It can only partially do so this way because the warm basement air tends to keep the bulb warm and the valve open. It's particularly bad during the idle period for then there isn't anything to keep the expansion valve closed except the evaporator pressure.

"It should have been installed inside the housing of the conditioner where it will be kept cool. Also a metal clamp is better because you can hold the bulb tighter than with a little piece of friction tape. The metal clamp gives better conductivity too."

"We could have put it inside," said the local man, "but it was easier this way and we have another job with the expansion valve bulb on the outside, and it works O.K."

"Yes, but on that job the condensing unit is a good ways from the conditioner, isn't it?" asked the factory man.

"Sure, the conditioner is 'way up front, and the machine is clear at the back where the water drain and electric panel are. They must be 75 ft. apart."

LONG SUCTION LINE ACTS AS VAPORIZER

"On that job," replied the factory man, "the suction line is so long that the excess liquid thrown into the suction line is warmed, vaporized, and even superheated before it gets to the compressor. Even then you do have quite a bit of sweating on the suction line there though, don't you?"

"Yes, for about one-half of the line it sweats, sometimes even more."

"Well, on this job you have a short suction line so that any liquid that is spilled out into the suction line does not have time to be warmed and vaporized, but goes right on into the compressor, still as a liquid.

COMPRESSORS ARE NOT LIQUID PUMPS

"Compressors just can't pump liquid. They were designed to pump vapors and the ports and valves are too small and the clearance between the pistons and the valve plates are too close. The compressor could be made so it would pump liquid, but if it was it would not be very efficient as a gas compressor. We do put in a safety arrangement in the discharge valve that will take some liquid but not large amounts. As short as the suction line is, this job really ought to have a heat-exchanger on it, right at the outlet of the conditioner.

A HEAT EXCHANGER NEEDED

"It's pretty hard to entirely eliminate some liquid slopping out into the suction line, and a heat exchanger would vaporize it before it got to the compressor. Moreover, the refrigeration produced in the suction line by vaporizing this liquid, is saved, for it cools the liquid to the expansion valve and gives it a greater refrigerating effect per pound.

"Well, that's one thing that we'll have to change; put that bulb on the suction line inside the conditioner. Also if the boss will O.K. it, we better put a heat exchanger on too.

"Let's put the gauges on and then start it up an see how it does."

(To Be Continued)

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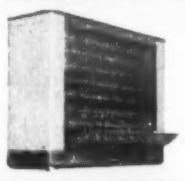

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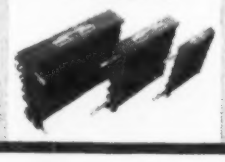

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OFF THE CHEST

Challenges Weed's Opinion On Use of Dry Ice in Trucking

The Broquinda Corporation
P. O. Box 35, 22nd St. Station
St. Petersburg 3, Florida

Editor:

We have read with extreme interest your editorial on page 10 of the issue for July 29, 1946. The statements by Mr. Weed and the conclusions drawn by you bear out in concise language the determinations reached by us after extensive research. I should say, all the statements with the exception of the one which says that the use of dry ice or natural ice "will not work out and will only run the operator into plenty of grief."

What we feel has actually been said in this statement is that natural ice is inadequate and will not work, and that dry ice will not work because of its lack of control. It is around the thought of controlling the temperatures delivered by dry ice refrigeration that we have concentrated our efforts. We believe that when Mr. Weed made this statement about dry ice, he can not have been acquainted with the recent developments by The Broquinda Corporation in perfecting its patented system of controlled-temperature, dry-ice refrigeration for transportation.

Acting under the premise that a block of dry ice is the smallest unit of refrigeration in relation to its potency, we have at this point developed around the use of dry ice a rugged, light-weight system of refrigeration which will deliver a temperature at any pre-determined point in a range of from 10° below zero to 60° above. The system takes up very little space in the vehicle, has no moving parts, is rarely subject to breakdowns, and requires practically no maintenance cost. The temperatures to be derived from it may be thermostatically controlled, thereby allowing shippers a wide range of temperatures applicable to various demands. We have many commercial installations in service in the low-temperature field giving exceptionally satisfactory results, and believe that this system of refrigeration will be at least one of the answers to the transportation of frozen foods.

We do not claim, as yet, that adaptations of the system have been engineered specifically to all types and sizes of vehicles. However, the number of these adaptations is steadily increasing, and because of the simplicity of the system, it is our aim and belief that it will be satisfactorily adapted to meet the demands of the shippers of frozen food, regardless of whether they use trucks, trailers, or railroad cars.

It is our further aim to market a system which will be of such low original cost that the shippers of frozen foods will not be penalized by the necessity of making huge investments in refrigeration equipment. Therefore, we say that whereas your editorial is particularly timely and certainly accurate as far as the industry is concerned, there is a very definite effort being made here to bring at an early date and in quantity production a light-weight, inexpensive system of refrigeration that will absolutely hold temperatures required for the shipment of frozen foods.

In view of the foregoing, you may wish to qualify your remarks by means of the same medium, both in fairness to our efforts on behalf of the industry and our corporation itself. We shall be happy to furnish any further information which will be of assistance to you.

H. G. CARRISON, President.

Low-Temperature Trucking Gets Monsanto's Attention

Monsanto Chemical Company
Merrimac Division
Everett, Massachusetts

Editor:

Your editorial in the July 29, 1946 issue was read with great interest. Monsanto's silica aerogel insulation, Santocel, offers a partial solution to the problem of low temperature bodies for trucks. Being about twice as efficient as any other known insulation, Santocel walls need be only one-half as thick for an equal heat gain or if Santocel is substituted in equal thicknesses for conventional materials the thermal efficiency of the unit is greatly increased.

In addition to offering a unique insulation, we are prepared to disclose to reliable interested persons a revolutionary method of freezing and packing for trucked shipment. By this method perishables may be transported across the country with no refrigeration whatsoever.

It would be greatly apreciated if you would give us the address of Mr. Jack Weed who is quoted in your editorial. We would be happy to cooperate with him or others that you may suggest in aiding the truck manufacturers and the frozen food industry.

F. FAXON OGDEN, Manager
Special Products Sales Development.

Reader Hails NEWS' 'Leading Position in Thought-Molding'

Servel, Inc.
Evansville 20, Ind.

Editor:

I can no longer refrain from telling you how much you are contributing to the worthwhile thinking of the American public on important subjects. This latest, and your recent editorials, are certainly "on the beam," and all of us in the industry are proud and happy that you are taking this leading position in thought-molding, and I hope in action taking.

GEO. S. JONES, JR.,
Vice President In Charge of Sales

Suggests 'Dope's' Wage-Price Statement Be Re-Phrased

Carrier Corp.
300 So. Geddes St.
Syracuse 1, N. Y.

Editor:

Congratulations for the swell punches you have been delivering in "Inside Dope" and on the editorial pages of REFRIGERATION NEWS. I have been in step with you right along, but in the July 8 issue appeared a statement which needs some explaining:

"Whenever wages are increased without corresponding higher charges for the goods those wage-earners make, further inflation is initiated."

Why would an increase in wages without a corresponding increase in charges for goods cause inflation unless supply of goods was limited to the extent of causing competitive bidding for the goods that were available? Might it not be said that:

"Whenever wages are increased without an increase in productivity of the wage-earners, inflation is initiated."

Keep up the good work, George, but make the economics simple for the benefit of us engineers who haven't had a post graduate course in Washington.

D. D. WILE,
Development Department

They're Still Requesting Copies of 'What's the Matter'

Norton R. Ganger Co.
601 N. Miami Ave.
Miami 32, Fla.

Editor:

We would like to request a copy of your editorial "What's the Matter with America?" which appeared in the May 27 AIR CONDITIONING & REFRIGERATION NEWS. We are unable to locate our copy of this issue, and if it is possible to send us a copy, will you please do so? It would be appreciated if you will mail this copy to the attention of the writer.

Thanking you in advance, we remain

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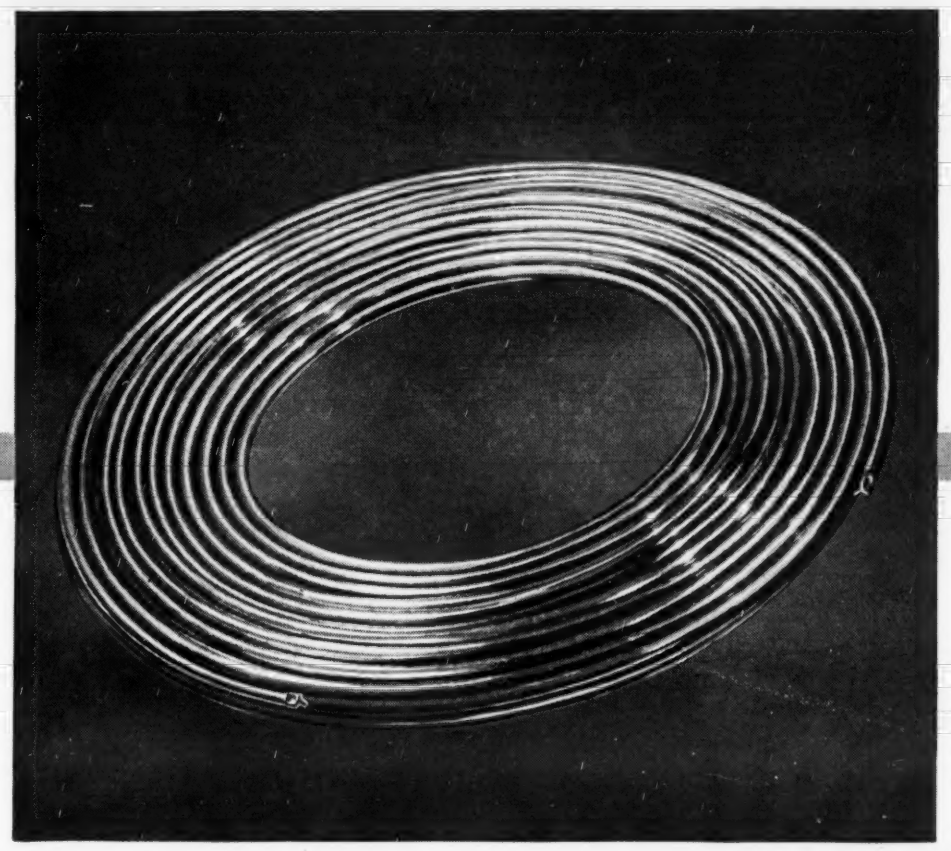
PROTECT VALVES AGAINST MOISTURE WITH



REVERE DRYSEAL TUBE

An expansion valve is seldom at fault when it "sticks." Moisture is usually to blame. A single drop of water, if frozen in the orifice of a valve, can cut off the flow of refrigerant. Even a fraction of a drop can partially obstruct the flow. And a slightly larger quantity can freeze the needle carrier tight, causing a valve to lose control.

One sure way to protect a system against moisture is to use Revere Dryseal Tube. It is 99.9+% pure copper, dehydrated during production to remove all interior moisture, and comes to you bone dry and sealed at both ends to keep moisture *out*.

Made for refrigeration, air conditioning, heat control, bottled gas and other exacting services, Revere Dryseal Tube is dead soft for easy handling, and comes in sizes from ⅛" to ¾" O.D., with .035" wall. It is standard in 50-foot coils. Sold by Revere Distributors in all parts of the country.

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COPPER AND BRASS INCORPORATED
Founded by Paul Revere in 1801
230 Park Avenue, New York 17, New York
Mills: Baltimore, Md.; Chicago, Ill.; Detroit, Mich.; New Bedford, Mass.; Rome, N.Y.—Sales Offices in Principal Cities
Distributors Everywhere

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MODERN EQUIPMENT FOR
Better Cabinet Cooling

M&E — TO THE PEAK OF REFRIGERATION

WALL and CEILING DIFFUSERS
ACCURATE A.S.R.E. RATINGS

FOR MEATS, PROVISIONS, and all Above Zero APPLICATIONS

These new units provide a MODULATED air flow—eliminate dead-air pockets, and avoid excessive dehydration or sliming. They help maintain a high relative humidity. Floors remain dry, safe and sanitary ● They are quiet and economical in operation and are readily adaptable as replacement equipment and for use in modern design cabinets ● Complete Data Sheets on Request.

Desirable territory still open for responsible distributors

ABOVE
CEILING MODELS 12CD and 34CD

ABOVE
WALL MODELS 12WD and 34WD

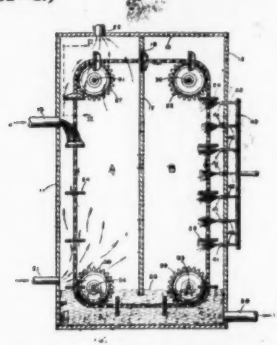
Both the wall and ceiling models are handsome in appearance, compact in size, and have a high-polished, rust-resisting finish. Wall models have a rounded front giving maximum air distribution. Completely automatic. Heat exchanger supplied in all models.

MANUFACTURED & DISTRIBUTED BY
MERCHANT & EVANS CO., PHILADELPHIA 46, PA.
PIONEER MANUFACTURERS OF HEAT TRANSFER EQUIPMENT
COOLING UNITS · CASE COILS · CONDENSORS

PATENTS

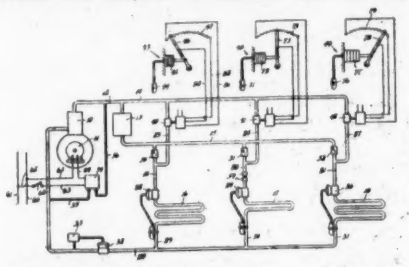
Week of July 9 (Continued)

2,403,719. EVAPORATION TOWER FOR COOLING SUSPENSIONS. Claude R. Hocott, Houston, Tex., assignor to Standard Oil Development Co., a corporation of Delaware. Application Feb. 21, 1944. Serial No. 523,180. 6 Claims. (Cl. 261—1.)



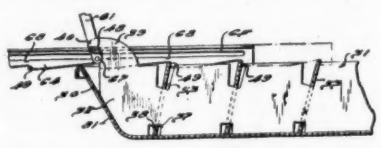
1. Means for cooling a liquid comprising, in combination, a shell, a vertical partition within said shell cooperating with the shell to divide it into a first and a second zone with communication between the zones provided only by a first laterally extending opening adjacent the upper end of the shell and a second laterally extending opening adjacent the lower end of the shell, a first discharge means arranged to discharge liquid into the first zone at a substantial distance above the lower portion of the shell, a second inlet means arranged to discharge cooling gas into the first zone at a point substantially below the first inlet and above said laterally extending opening, a first outlet arranged adjacent the lower portion of the shell for removing liquid from the second zone, a second outlet arranged to remove gas from the upper portion of the first zone splash pieces arranged to be moved through both zones comprising laterally spaced members, endless flexible means attached to one end of each of the laterally extending members, an upper and a lower pair of circular members arranged in each zone for rotary movement with one of each pair supporting one of the flexible members, said circular members being arranged to move the laterally extending members through said second laterally extending opening vertically upwardly in the first zone, through said first laterally extending opening and vertically downwardly in the second zone, and means arranged for discharging washing liquid on the laterally extending members as they move through the second zone.

2,403,818. REFRIGERATION SYSTEM. William L. McGrath, Syracuse, N. Y., assignor to Minneapolis-Honeywell Regulator Co., Minneapolis, Minn., a corporation of Delaware. Application Aug. 26, 1943, Serial No. 500,043. 8 Claims. (Cl. 62—3.)



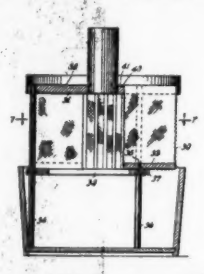
1. In a refrigeration system, means controlling the capacity of an evaporator comprising a thermostatic expansion valve for controlling the flow of fluid to said evaporator, means for varying the density of refrigerant supplied to said thermostatic expansion valve means, and orifice means limiting the volume of said variable density refrigerant supplied to said expansion valve.

2,403,846. ICE TRAY. Clifford R. Carney, Miami, Fla., assignor to General Motors Corp., Detroit, Mich., a corporation of Delaware. Application Oct. 31, 1938, Serial No. 237,834. 4 Claims. (Cl. 62—108.5.)



1. In a freezing tray, in combination: a container pan, a grid within said pan for dividing the frozen contents into ice blocks and comprising a longitudinal wall, a plurality of cross walls mounted thereon and movable longitudinally relative thereto, and operating means for moving said cross walls relative to said longitudinal wall to loosen the ice blocks from said grid, said operating means comprising a movable actuator bar arranged to be set in any one of a plurality of different starting positions prior to starting the ice-ejecting movement thereof so as to move only some of said cross walls upon subsequent movement thereof, and force-multiplying means for moving said actuator bar.

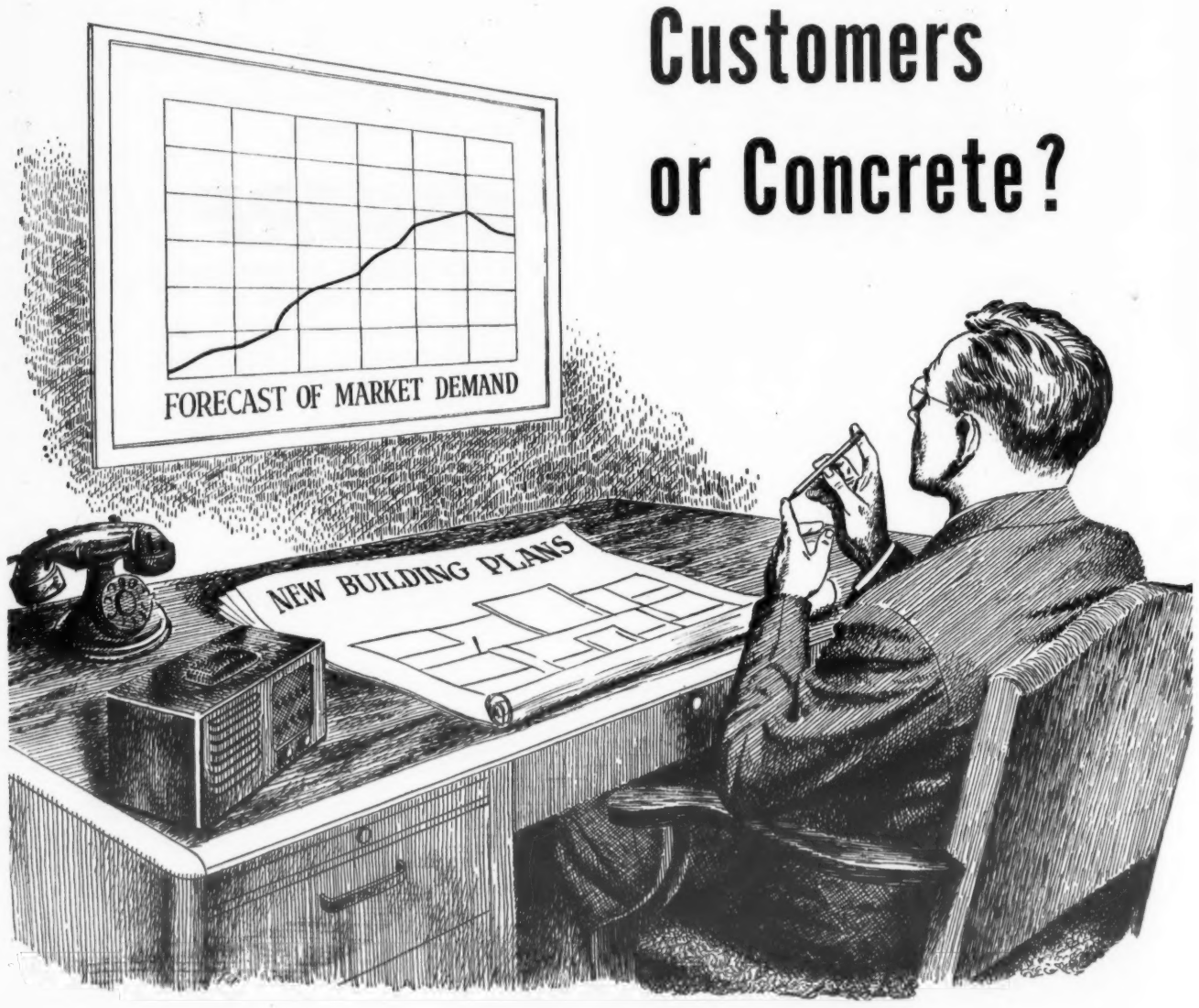
2,403,880. DEHUMIDIFYING APPARATUS. Thomas K. Taft, Cornwall, N. Y. Application April 5, 1944, Serial No. 529,641. 12 Claims. (Cl. 299—24.)



1. In dehumidifying apparatus: a suspension member comprising a top tray to receive dehydrating material, said tray affording spoke members radiating from a central hub to afford intermediate delivery apertures, and a plurality of foraminous containers depending from edges of the spoke members of the tray to receive the dehydrating material.

Rowland Cooke, Jr. Sets Up Appliance Firm on West Coast

LOS ANGELES—Cooke Appliance Co. is the firm name under which Rowland E. H. Cooke, Jr. has published a certificate that he is conducting business at 1896 Crenshaw Blvd., Los Angeles.



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PAYMENT in advance is required for advertising in this column.

POSITIONS WANTED

SERVICE and INSTALLATION Man. 20 years experience domestic, commercial and air conditioning. Speak French and Spanish. Wishes connection for employment in foreign country. Good references. Reply: E. R. CAMBRY, Hotel St. Charles, Jacksonville, Florida.

POSITIONS AVAILABLE

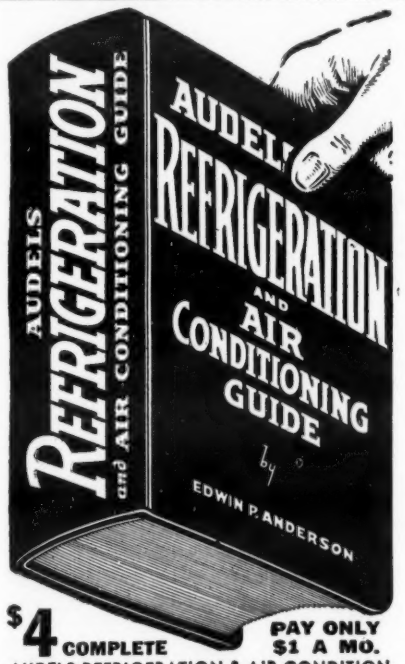
REFRIGERATION SALES MANAGER for commercial equipment. Must know how to figure commercial, industrial equipment, walk-in coolers, freezer lockers, etc. Be able to handle salesmen and take complete charge of sales. Splendid opportunity for right man with live company in Southern California. ALASKA REFRIGERATION CO., 1421 Second St., Santa Monica, Calif.

SERVICE MANAGER by San Antonio, Tex. Wholesale distributor of household appliance. Man with experience on electric and gas appliances, particularly electric refrigerators. Capable of handling correspondence and other duties courteously and efficiently. Good base pay and monthly bonus on volume. Our employes know of this opening, hence, give full details in reply. Box 2050, Air Conditioning & Refrigeration News.

CENTRAL MICHIGAN York & Hill dealer wants service man to take charge of service department. Must know commercial refrigeration and air conditioning service and installation. Must not be afraid of work. Will pay commission on sales to right man. State salary expected to start. Box 2058, Air Conditioning & Refrigeration News.

EQUIPMENT WANTED

ONE to three H.P. Air Cooled Cooper Condensers. McLARTY SYSTEMS, 205 West Michigan Ave., Battle Creek, Mich.



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- ☐ POWER PLANT ENGINEERS Guide, 1500 Pages. 4.
- ☐ PUMPS, Hydraulics & Air Compressors, 1658 Pgs. 4.
- ☐ WELDERS GUIDE, 400 Pages . . . . . 1.
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NEW OR USED, 2 Freon condensing units, 12 to 15 tons capacity each at minus 30° refrigerant temperature including motors —220 volt, 60 cycle, 3 phase. One 10 hp. Freon condensing unit with motor. Before Nov. 1, 1946. POPE ENGINEERING CO., 8507 N. Port Washington Road, Milwaukee 9, Wis.

EQUIPMENT FOR SALE

U. S. NAVY Cold Storage Warehouses, unused, in original crates, approx. 94 x 13 x 7'6" high. Steel clad inside and out, 5½ inches insulation. Sectional construction permits dividing into smaller boxes. Also large assortment Used Frigidaire WX and DX Coils, excellent condition. All priced right, immediate delivery. COMMERFORD'S, 3674 Whittier Blvd., Los Angeles 23, Calif.

IMMEDIATE DELIVERY, new air conditioning Weathermakers complete with motor, "Freon" coil, expansion valve, drives, filter, etc., 10-25 ton capacity; centrifugal blowers SWSI and DWDI, propeller fans, heating and cooling coils, evaporative condensers. CONTROLDTEMP EQUIPMENT SALES CO., 236 Butler St., Brooklyn 17, N. Y.

FOR SALE: 10,000 new aluminum ice cube trays in three popular sizes. Also air-cooled and water-cooled remanufactured condensing units ¼ up to 2 hp. Write for particulars. EDISON COOLING CORP., 310 E. 149th St., Bronx 51, N. Y.

IMMEDIATE DELIVERY 20 cu. ft. all-steel glass top Freezers: upright glass top or open, with superstructure; Ice Cream, Frozen Food open and closed cabinets; Reach-ins, Wood and Metal Storage Boxes; all glass Sliding Door Dairy Refrigerators; Beverage Coolers; Air Conditioning Units; Motors 5-20 hp., etc. FRIGITEMP CORP., 931 Bergen St., Brooklyn 16, N. Y. Main 2-9093.

NEW TEMPRITE Room Air Conditioners Suitable for office or small store. Rating—2.5 tons or 32,000 B.T.U. per hour. Self-contained, water-cooled condensing unit, and all operating controls, 220 V. Single or three phase operation. Price each $775, discount for quantity. Immediate Delivery. INTERSTATE APPLIANCE CO., INC., 600 Broadway, New York, N. Y., Walker 5-2755.

IMMEDIATE DELIVERY—Four cylinder gasoline powered refrigeration systems. Universal compressor, blowers, air cooled. Built to deliver 12,000 BTU/hr. at 0° F. Spare parts, crated for export. For any type refrigeration or air conditioning. Convertible to electric. Details furnished. Inspection invited. ROYAL AIR CONDITIONING COMPANY, 607 Rusk, Houston, Texas.

SEALED CROSLEY TERMINALS. Installed from the outside in a few minutes without opening the compressor. Corrects leaky terminals on all Crosley "F-12" units. Set of three $6.75 (Part No. 1060). Installation tool $1.65. Immediate delivery. Money-back guarantee. SEALED UNIT PARTS CO., 3097 Third Ave., New York 56, N. Y.

FRIGIDAIRE METER-MISER Terminals. Installed from the inside. Fits compressors with bottom-mounted terminals. (Part No. 1060.) Set of three $2.85. WESTINGHOUSE TERMINALS. Installed from the inside. (Part No. 1030.) Set of three $2.85. SEALED UNIT PARTS CO., 3097 Third Ave., New York 56, N. Y.

NORGE CHECK VALVES. For open-type units. (Part No. 1040). $2.55 each. SEALED NORGE terminal packing washers. For repairing leaky terminals. Installed from the outside in a few minutes. (Part No. 1050). Three sets (9 washers) $1.00. SEALED UNIT PARTS CO., 3097 Third Ave., New York 56, N. Y.

FOR SALE: 25, 34 and 45 case capacity dry bottle boxes, complete with condensing units. Perlick 2 keg draft beer dispensers, entire top covered in stainless steel, complete with condensing units. 1 hp. and 1½ hp. electric meat and bone cutter machines, complete with motors. Immediate delivery. Box 2057, Air Conditioning & Refrigeration News.

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LINES WANTED. By Manufacturers Agent covering southwestern States. Calling on Wholesalers, Parts Houses, Retailers, Chains, Department Stores; Service, Commercial and Industrial users. Offering thorough, aggressive, experienced, high type and completely reliable representation. Box 2053, Air Conditioning & Refrigeration News.

BUSINESS OPPORTUNITIES

ESTABLISHED REFRIGERATION Business sales and service. Leading major appliance lines. Good sales opportunity for commercial equipment. Enough service work for two men. Located in central California, in midst of rich dairy country. Box 2056, Air Conditioning & Refrigeration News.

FOR SALE: Store and Commercial Refrigeration Fixture business and the best appliance franchise in our city. For further information write to Box 2059, Air Conditioning & Refrigeration News.

COMPLETE CARRIER

7½ H.P. REFRIGERATION UNITS

50 or 60 cycle motors. "Freon." High and low sides in one assembled package. Also available identical units as above, operated by CONTINENTAL GASOLINE ENGINE—4 cylinder. Immediate delivery. Crated for Export. Suitable for low and medium temperature walk-in refrigerators. Air conditioning applications. Useful in tropical climates. ALSO REFRIGERATED WALK-IN WAREHOUSES. 1800 cu. ft. Steel and wood construction.

GENERAL REFRIGERATORS CORP

678 Broadway, N. Y., 12, N. Y., ST 9-1222

Deoxidine 10 E Cleaner Holds Residue In Condenser Tubes Below 2 mgs. per sq. ft.

Tests Reveal New Agent Combats Rust, Oils, Corrosion

By the Research Department, American Chemical Paint Co.

Electric refrigeration depends upon flawless environment within the condenser tubing for maximum performance. Refrigerants are hypersensitive to impurities; therefore, certain rigid standards for cleanliness have been formulated.

A.S.T.M. Designation A 254-44 indicates the quality of cleanliness required. When specified by the purchaser, tubing for certain uses, such as refrigeration condensers, shall conform to the following requirements for internal cleanliness: "When a length of tubing (copper brazed steel tubing 3/16 in. or over) is washed internally with redistilled chloroform or redistilled trichlorethylene, the residue remaining upon evaporation of the solvent shall not exceed 1.25 x 10^{-4} g. (0.000125 g.) per square inch of internal surface."

In other words, the tubing of the completed condenser unit must not contain residue in excess of 18 milligrams per square foot.

Most of the nationally-known refrigeration equipment industries for whom Fedders-Quigan Corp. of Buffalo manufacture refrigerant condensers, set up standards more exacting than those of the A.S.T.M. Instead of a residue not in excess of 18 milligrams per sq. ft., they demanded (and obtained) *less than 9 milligrams of residue per square foot.* (Deoxidine 10 E enabled Fedders-Quigan to meet specifications.)

The condenser tubing as received by Fedders-Quigan Corp. is well within the residue specifications (not over 2 mgs. per sq. ft.). In fabricating the condensers the tubing becomes contaminated especially from the muriatic acid pickle bath, rinse water, and fluxing solutions, then rust develops. This condition if not corrected would be injurious to the refrigerant.

Various acid solutions were tried for cleaning—citric acid was finally selected. This was fairly efficient for removing rust, but did not remove any residual oil or grease that might remain from previous alkali cleaning, nor did it prevent rust from forming during the subsequent rinsing and drying of the tubes.

This was presented to the American Chemical Paint Co. After careful study, ACP engineers evolved a cleaning process that, while new, utilized the existing equipment layout at Fedders-Quigan.

The citric acid method was discarded as it did not eradicate all impurities. After preliminary tests Deoxidine 10 E was found to be effective in removing not only the rust and oils, but also inhibiting any further tendencies to corrosion and this method was installed early in 1945. Since that time it has been possible to reduce the residual material to less than 9 mgs. per sq. ft. (actually the amount of residue remaining inside the tube has been found to average approximately 2.0 mgs. per sq. ft., or less than one-fifth of the amount prescribed in A.S.T.M. specifications).

Equipment used in the Deoxidine 10 E process consists of two cylindrical tanks of about 100 gallons capacity each, one acid-proof pump, and an assortment of acid-proof piping and valves.

Deoxidine 10 E solution is pumped into a header to which 30 condensers are attached in parallel by means of rubber hoses. The solution flows from the header, through the condenser tubes, and into another header from which it flows back into the circulating tank. At the conclusion of the period the Deoxidine is blown back to the tank with steam.

Rinse water is then pumped through the same system from the second tank, after which steam is blown through the system. Next the condensers are disconnected from the headers and compressed air is blown through each condenser to dry the tubing. The operation is completed by sealing the open ends of the tubing with polyvinyl.

Since the first installation of the Deoxidine 10 E cleaning process, several more units have been installed in order to handle the required production. Each entire unit is operated by one man who cleans approximately 60 condensers an hour or an average of one a minute.

The sequence of operation is as follows:

1. Rinse with cold water for approximately 1 minute, to remove most of the solid foreign matter picked up in the solder dip operation.
2. Pump a solution of one part Deoxidine 10 E and three parts water through the system for at least 10 minutes, maximum temperature—140° F.
3. Blow the solution from the system to the Deoxidine tank, with steam.
4. Rinse with water at 160° F. minimum, discharging dirty rinse water to sewer.
5. Blow out system with steam for at least 3 minutes.
6. Blow out condensers individually with compressed air until dry. It is important that dry air be used.

Note: Regular examinations are made to determine when additions of Deoxidine 10 E to the circulating tank are necessary in order to maintain the solution at its optimum strength.

W. A. Matheson, Jr. Gets Oil-O-Matic Post

BLOOMINGTON, Ill.—W. A. (Bill) Matheson, Jr., released from the army in June after nearly three years service, has been appointed assistant manager of contract sales for the Williams Oil-O-Matic division of Eureka Williams Corp., W. A. Matheson, division manager, has announced.

In his new position, the younger Mr. Matheson will work with R. G. Pinkerton, manager of contract sales.

Graduated from Lehigh university in 1941 with a B. S. degree in business administration, Mr. Matheson had worked in the Oil-O-Matic plant here from February to June, 1942. He entered the army in 1943, winning a commission in 1944.

An Air Conditioned Birthday Cake

This giant birthday cake, symbol of President D. W. Russell's 15 years with the Airtemp Division of Chrysler Corp., was presented to him at a conference of Airtemp field representatives held recently in Dayton. With Mr. Russell (center) are C. L. Jacobson and H. A. Malcom

3 New Wagner Executives Served Since World War I

ST. LOUIS—Three employes, who have been with the Wagner Electric Co. here since the first World War, have received appointments to executive posts in the firm.

The three are F. F. Simon, now vice president and controller; G. A. Waters, vice president in charge of manufacturing; and K. M. Coggeshall, assistant vice president in charge of production and purchasing.

Mr. Simon has been connected with the Wagner Co. since 1917. Controller since 1934, he was elected a director in January, 1946. He is a member of the Controllers Institute of America, the National Association of Cost Accountants, and the St. Louis Electrical Board of Trade. In 1909, he received a mechanical engineering degree from Penn State.

Starting with the Wagner Co. in 1909 as a student engineer, Mr. Waters advanced to the position of chief engineer. He recently received a special citation from the army for his liaison work in behalf of the Wagner Co. with the ordnance department during the war.

Mr. Waters is a past president of the St. Louis Electrical Board of Trade and the St. Louis Engineers' Club. He is also active in the American Institute of Electrical Engineers, the Society of Automotive Engineers, and the National Electrical Manufacturers Association.

Mr. Waters came to St. Louis after graduating from Syracuse University in 1907 with a degree in electrical engineering. He taught for a while in the school of Engineering and Architecture at Washington University here.

Mr. Coggeshall joined the Wagner Co. in 1915 as a student engineer. He advanced through a number of divisions and became production manager in 1926. A graduate of the Washington University School of Electrical Engineering, he is a member of the American Management Association and the St. Louis Electrical Board of Trade. He has been active in church and boy scout work here.

"RECOLD"
WATER DEFROST
"RECOLD" COILS WATER-DEFROST
CANADA PAT. 394,709 NEW ZEALAND PAT. 82,359
U.S. PAT. 2,219,393
REFRIGERATION ENGINEERING Inc.
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AND CAST
VALVES AND FITTINGS
for Refrigeration
NORTHERN INDIANA BRASS CO.
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By comparison—You'll buy PAR
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Certified
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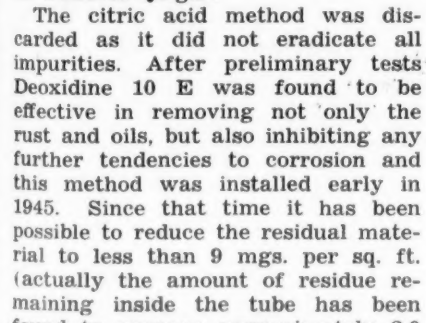
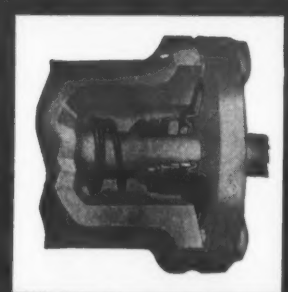
REFRIGERATION KNOW-HOW
Plan your automatic refrigeration installations for a triple advantage: Proved performance, low first cost, low maintenance cost. LIPMAN machines for dependable service in any field of commercial refrigeration are the result of more than a quarter century of manufacturing know-how. Let LIPMAN serve your needs profitably!
GENERAL REFRIGERATION DIVISION
Yates American Machine Co. Beloit, Wis.
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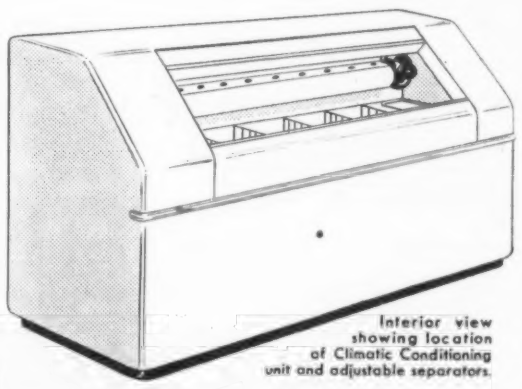
All-purpose refrigerator.
For all foods and bottled goods.
First with better operating "Climatic Conditioning." The modern Jordon cooler with service-free operation that creates and circulates a scientifically cooled air quickly and efficiently to all parts of the refrigerator.
First in modern, smart, smooth styling, no sharp corners, no extending parts. Satin smooth finish is easy to clean and blends with all other fixtures.
First in convenience, compact interior arrangement needs less refilling—insures steady supply of cold beverages. Equipped with easy sliding "everlasting" stainless steel doors.

Interior view showing location of Climatic Conditioning unit and adjustable separators.
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WRITE NOW
For information on America's finest and most complete line of commercial refrigerators.

Meaning and Scope of CPA Directives, Ratings, Urgency Certificates Explained

WASHINGTON, D. C.—The Civilian Production Administration issues or authorizes the issuance of four types of ratings as well as certain kinds of directions, directives, and urgency certificates.

These instruments are used primarily to help producers of certain critical products, to aid business in general to operate up to a break-even level, and to give assistance to various "special cases." They are based on authority given to CPA by the Second War Powers Act.

The ratings, in the order of their precedence, are AAA, MM, CC, and HH. The last two (CC and HH) are of equal priority standing.

The AAA rating, sole remaining civilian rating used during the war by the War Production Board, predecessor of CPA, takes precedence over all other ratings. It is only used in the most urgent situations with the concurrent sponsorship of the CPA industry divisions and bureaus concerned with the product and materials.

More or less interchangeable with the AAA rating is a directive, which may be issued by the Special Assistance Division under somewhat the same conditions as the AAA rating. There are these differences, however: an AAA rating is extendable by the producer for materials necessary to fill the order; a directive is not.

An extendable rating is one which, when it is served on a manufacturer, may be used by him to buy his production materials. He is not permitted to do this in the case of a non-extendable rating.

An AAA rating is a broad general order on a specific manufacturer for the material or equipment needed. A directive orders a specific manufacturer to deliver certain specified material or equipment to a named individual.

The CC rating is assigned by CPA under the terms of Priorities Regulations 28 and 28A. PR-28, known as the "bottle-neck breaker," is the instrument by which CPA may generally help a manufacturer to secure some particular piece of equipment or some certain material for lack of which he is unable to start production or expand it to his minimum economic rate.

Special consideration in assigning CC ratings, for items not properly bottleneck items, is given to the needs of small business and to World War II veterans who are starting a business.

A CC rating generally is not extendable except under special circumstances connected with some textile problems. It may also be extended by a distributor or supplier who normally carries the product covered in the rating but who does not then have it in his inventory. He may then extend the CC rating to a producer, but he may not extend it to replace his own inventory.

The HH rating (used only in connection with housing, primarily for veterans) is granted by Federal Public Housing Authority and Federal Housing Administration under authority delegated to them by the National Housing Agency which, in turn, receives its authority from CPA. It presently covers 18 different building materials, all in short supply, as listed in Schedule A to Priorities Regulation 33, which is the regulation designed to provide moderate-cost housing for veterans.

It is generally granted only to those who agree to sell or rent the resulting dwellings at or below certain maximum prices, and to give veterans preference during the period of construction and for 30 days thereafter. HH ratings may also be granted for maintenance and repair of housing accommodations.

Urgency certificates may be issued by the Special Assistance Division of CPA under the very limited terms of Direction 16 to Priorities 13, after application has been made on Form CPA-4425. Such a certificate gives the producer preference over other buyers in the purchase of specified surplus equipment and materials from the War Assets Administration.

Application forms CPA-4425 are obtainable from the CPA in Washington, or at the CPA district construction offices in the field. Application forms CPA-541A are obtainable from the CPA in Washington, from all CPA field offices and from about 150 first class U. S. post offices.

First of a New Line

"Eskimo Freeze," Reynolds Metals' new aluminum home freezer, which is the firm's first item of refrigerating equipment.

Templin Gets Key Post With L.A. Contractors

LOS ANGELES—Neal S. Templin of the Commercial Refrigeration Co. here, has been named secretary-manager of the Refrigeration Contractors Association of Los Angeles, the Association's board of directors has announced.

He succeeds Larry K. Brink, now general manager of the Jennings Refrigeration Co. here.

An active member of the Association, Mr. Templin has served two years on the board of directors.

OPA Gives New Ruling For Products Handled On a Cost-Plus Basis

WASHINGTON, D. C.—Manufacturers, converters, and wholesalers selling products, priced on a cost-plus basis, which were made from materials bought during the period of no price control may now base their prices on the ceiling prices of the basic goods at the time of delivery of the finished product, instead of the date of sale, OPA announced Aug. 19.

The action is an amendment to the supplementary order on "How Sellers are to Treat Costs Incurred During the Period July 1 to July 25, 1946."

Originally, the order provided that, in pricing finished products, on a cost plus basis, the cost of parts and services incurred from July 1 through July 26 be determined either (a) by the supplier's last ceiling before July 1, (b) by new ceilings established before Aug. 15, 1946, and in effect at the time of sale or (c) his actual cost, if lower than either.

The present amendment therefore states that manufacturers, converters, and wholesalers, in pricing the finished product, shall base their price on their actual costs, but in no event on a figure higher than the supplier's ceiling to them before July 1 or the lower of either their actual cost or the ceiling price of the goods established prior to Aug. 15 and in effect at or before the date of sale or the time of delivery.

In a number of instances, OPA pointed out, it is common to contract for sale several weeks before the actual date of delivery of the finished product. In such case, the converter, in some instances, would be prohibited, on current deliveries, from taking advantage of increases approved before Aug. 15 if the actual sale of finished material occurred in the interim period. He would have to use the pre-July 1 price.

Aluminum Mfrs. Could Turn Out 1 Billion lbs. Yearly, Says Gibbons

PITTSBURGH—The aluminum industry has facilities available to produce the metal at a rate of over one billion pounds a year, according to George R. Gibbons, senior vice president in charge of sales for the Aluminum Co. of America.

However, capacity to produce is not production, he pointed out. Actual production, he asserted, has been retarded by strikes, slowdowns, material shortages, rising costs, and other related factors.

Shortages in the supply of a large number of semi-fabricated and finished aluminum products will continue to exist for some time to come, he said.

Alcoa, he maintained, has been in production since V-J Day, except during strikes. When other producers using government owned plants come into full production after ironing out reconversion difficulties, "the actual production of aluminum will closely approach or perhaps equal the nation's total theoretical production capacity," he declared.

The 9 TO 1 CHOICE OF SERVICE ENGINEERS

*When asked the question, *"What type and brand drying agent do you use?"* . . . 91% of the service engineers who specified a brand said . . . "DAVISON Refrigeration Grade SILICA GEL." This amazing fact was revealed in a survey of service men in all parts of the country.

This is a good time to follow the leader. Your jobber stocks Davison Refrigeration Grade Silica Gel . . . in factory-charged dehydrators and for refilling. ASK FOR IT BY NAME.

LOOK FOR THE CAN WITH THE BLUE LABEL

THE DAVISON CHEMICAL CORPORATION
Progress through Chemistry
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Canadian exclusive sales agents for DAVISON SILICA GEL:
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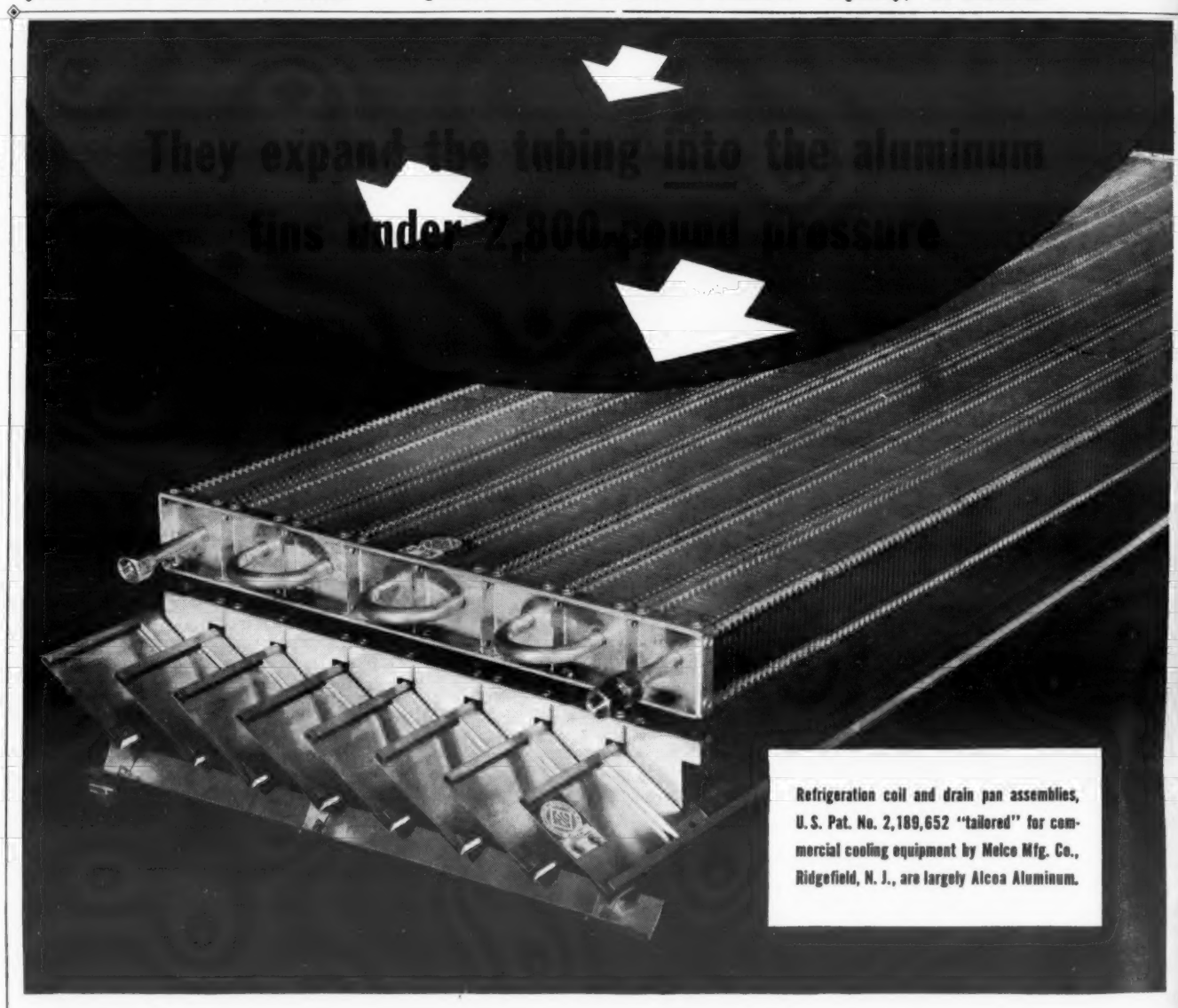
They expand the tubing into the aluminum
fins under 2,800-pound pressure
Refrigeration coil and drain pan assemblies, U.S. Pat. No. 2,189,652 "tailored" for commercial cooling equipment by Melco Mfg. Co., Ridgefield, N. J., are largely Alcoa Aluminum.

Alcoa Aluminum and a close bond assure rapid heat transfer

Assembling these refrigeration coils hydrostatically has a triple benefit. The tubing is expanded until each aluminum fin is bonded securely, assuring an efficient path for heat transfer. The high pressure tests the coils for soundness and enlarges the tubing slightly between fins, causing a desirable turbulence in the flow of the refrigerant.

Alcoa Aluminum offers a triple advantage in any refrigeration system. It's naturally a superior conductor of heat, so cooling and freezing operations are speeded up. Aluminum lends itself to fabrication in all forms employed by the industry. It is not attacked by Freon and similar refrigerants.

Equipment made of Alcoa Aluminum appeals to the careful buyer. For assistance in incorporating it in your products, call the nearby Alcoa office. Or write ALUMINUM COMPANY OF AMERICA, 1975 Gulf Building, Pittsburgh 19, Pa.

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IN EVERY COMMERCIAL FORM